

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. XLVIII. NEW YORK, JULY 20, 1904.

No. 3.

## INDIANA STAR LEAGUE Indiana's Greatest Newspaper Trio

30% of the occupied homes of Indiana are reached each morning by  
**The Star League Newspapers**

Guaranteed Actual Paid Circulation in excess of 150,000 Daily.

**You Can Write it in the Contract.**

The Indianapolis Star has a larger circulation than  
all other Indianapolis daily newspapers combined.

We guarantee the actual paid circulation of the Indianapolis Star  
to be in excess of 100,000 daily.

**You Can Write it in the Contract.**

The Muncie Star has the largest circulation of any morning  
newspaper in Indiana except the Indianapolis Star.

We guarantee the actual paid circulation of the Muncie Star  
to be in excess of 28,000 daily.

**You Can Write it in the Contract.**

The Terre Haute Star has more than double the circulation  
of its only competitor.

We guarantee the actual paid circulation of the Terre Haute  
Star to be in excess of 22,000 daily.

**You Can Write it in the Contract.**

### THE STAR LEAGUE

General Offices:

Star Building, Indianapolis, Indiana

**C. J. BILLSON, Manager Foreign Advertising**

Tribune Building, New York

Boyce Building, Chicago

### Advertising Agencies.

*Advertisements under this head, two lines or more without display, 10 cents a line. Must be handed in one week in advance.*

#### ALABAMA.

**A. A. Z. ADVERTISING CO.**, Mobile, Alabama. Distributing and Outdoor Advertising.

#### CALIFORNIA.

**GOLDEN GATE ADVERTISING CO.**, 2400-2402 Sixteenth St., San Francisco, Cal.

**CURTIS-NEWHALL CO.**, Los Angeles, California. Estab. 1895. Place advertising anywhere—magazines, newspapers, trade papers, outdoor. Effective ads. Marketing plans. **PACIFIC COAST ADVERTISING**, 25c. copy; \$2 year.

**BARNHART AND SWASEY**, 107 New Montgomery St., San Francisco—Largest agency west of Chicago; occupy 10,000 sq. ft.; employ 60 people; manage all or any part of an advertising campaign; can save advertisers money by advising judiciously for newspapers, billboards, wall signs, street cars, distributing, etc. Can place goods with wholesalers and retailers. Knowing Coast conditions, we can place your advertising without waste. Write for booklets.

#### CONNECTICUT.

**W. E. WHITTELEY**, New Haven, Conn., specialty of mail-order advertising. Est. 1896.

#### DISTRICT OF COLUMBIA.

**FOR 3-line Want Ad in 15 leading dailies. Send for lists and prices. L. P. DARELL, ADVERTISING AGENCY**, Star Bldg., Wash., D. C.

#### KENTUCKY.

**H. M. CALDWELL Adv. Ag'cy**, Louisville, plans, prepares, places adv'g; newspapers, mags.

#### MICHIGAN.

**THE SHAW-TORREY CO., LTD.**, 719-721 Michigan Trust Building, Grand Rapids, Michigan. Magazine and newspaper advertising. Fine equipment and art department.

#### MISSOURI.

**H. W. KASTOR & SONS ADVERTISING COMPANY**, Laclede Building, St. Louis, Mo.

#### NEW JERSEY.

**MAIL order advertising a specialty. THE STANLEY DAY AGENCY**, Newmarket, N. J.

#### NEW YORK.

**O'GORMAN AGENCY**, 230 Broadway, N. Y. Medical journal advertising exclusively.

**ALBERT FRANK & CO.**, 25 Broad Street, N. Y. General Advertising Agents. Established 1872. Chicago, Boston, Philadelphia. Advertising of all kinds placed in every part of the world.

**GEO. P. HOWELL & CO.**, 10 Spruce St., New York, have representatives calling in person upon newspapers and retailers taking up State by State, and offer advertisers the unusual facilities of this service. Schemes for introducing and selling goods.

**NORTH AMERICAN ADVERTISING COMPANY**, 100 William Street, New York. The only co-operative advertising agency in existence. Places advertising in all classes of mediums. Affiliated with the American and Foreign Trading Co., which handles American goods abroad and foreign goods in the home market. Communications from manufacturers desiring larger output requested.

**IF your article has merit, good advertising will increase its sale. It will cost you nothing to allow us to study your case and submit a proposition for your consideration. HICKS' ADVERTISING AGENCY** (established since 1869), 132 Nassau St., New York City.

#### OHIO.

**CLARENCE E. RUNEY**, Runey Bldg., Cincinnati, O. Newspaper, Magazine, Outdoor Advertising. Printing, designs, writings.

#### PENNSYLVANIA.

**THE H. L. IRELAND ADVERTISING AGENCY**, (Established 1890), 925 Chestnut Street, Philadelphia.

**F. FOLEY & HORNBERGER**, Advertising Agents, 1308 Commonwealth Bldg., Phila. "Less Black and White, and more Gray Matter."

#### RHODE ISLAND.

**O. F. OSTBY AGENCY**, Providence—Bright, catchy "ad ideas," magazine, newspaper adv.

#### TENNESSEE.

**GREENWOOD ADVERTISING CO.** (Incorporated)—Main Offices, Knoxville, Tennessee. Outdoor advertising contracted for throughout the South. Bulletin Printing, Wall Painting, Cut Outs, etc. Distributing, sign Tacking and Curtain Painting.

#### CANADA.

**FOR \$4.50 we insert 25 words, classified, once in best 18 dailies of 15 largest Canadian cities; 3 insertions, \$12. Send cash with order. DESBARATS ADV. AGENCY Ltd., Montreal.**

## WORTH NOTING:

### A MANY-SIDED SERVICE.

Business Houses that have used the "EthrIDGE Mail Drummer System" have testified that it made more customers and sold more goods than traveling men, magazine or newspaper advertising, or any other method, in ratio to each dollar of cost.

When properly posted we prepare all the matter and relieve you of every detail, without any extra charge—even the making of lists, furnishing of record cards, care of correspondence, if you wish; so to conduct a campaign up to receiving actual orders requires only a fraction of an ordinary clerk's time.

In other words this recently perfected service as we contribute it, practically makes the most celebrated organization in its line, a part of your office equipment.

Send for the booklet "Do More and Make More."

**THE GEORGE ETHRIDGE COMPANY**, 33 Union Square, New York.

(See other ad page 41.)

# PRINTERS' INK.

A JOURNAL FOR ADVERTISEES.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1895.

VOL. XLVIII.

NEW YORK, JULY 20, 1904.

No. 3.

## A GIGANTIC BUSINESS BUILT ON A CATA- LOGUE.

There are, broadly speaking, two kinds of advertising success. A reporter of advertising success, dealing with one per day and each day a different one, soon learns to recognize them at sight. They are the little and the big.

The little advertising success is usually surprising in its originality, ingenious in its ramifications, clever, complex and the best material possible for an article. It came into existence yesterday, and the man who made it is the proprietor of an office with a dozen green stenographers and an outfit of shiny new filing cabinets. To write his story is more or less easy. There is so much material that you simply select the one fact in every ten that can be crowded into the paper.

The big advertising success is always simple, and seldom new. It began from ten to fifty years ago. Its floor space is figured in acres, and its annual turn-over in millions, and when you find the advertising manager on the fifteenth floor he has so little to tell that his story is the hardest possible to write. The advertising is a projection of the business—not the force that brought the latter into existence. It runs on big, broad lines, and is so far from being complex or clever that anybody might manage it, apparently. A description of methods and principles is usually about as interesting as a half hour with a best author.

These are the two kinds of advertising success, and the strange thing about them is that both appear to be sound and right.

The success of Butler Brothers'

great wholesale supply house, Chicago, New York and St. Louis, has been so wonderful that it looks to be altogether a merchandising success. The house has a huge establishment in Chicago, with sixteen acres of floor space. It is said to be the largest wholesale establishment in the world. The second largest is now being built in Jersey City on the same plan, and about the beginning of next year will house the New York stock of Butler Brothers. A third complete stock in another huge building is in St. Louis. This business has grown out of a stock valued at less than \$500, housed in a little back room, 16 x 20, in Boston in 1877. It has been built up wholly by advertising, for Butler Brothers have never employed a traveling salesman, and when, during quiet seasons, house salesmen are sent on the road to get acquainted with customers, they are forbidden to take an order.

Butler Brothers' advertising methods are so simple that they began in and have grown up around a single medium—the firm's monthly catalogue. The three brothers who founded the house were young traveling men, but when their first stock was put in place they had to take care of it themselves, and there was no money to pay drummers. So a postal card was sent out, telling what they had to sell. It brought a little business, and was followed by a series of circulars—just cheap circulars, with no illustrations, but sent regularly. These grew into a folder, and the folder into a booklet. Then a cover was added, and the thing became a monthly catalogue with a good name—"Our Drummer." To-day this catalogue has a yearly circulation of between 1,500,000 and 1,800,000 copies. It

goes regularly to 100,000 novelty and general stores every month, and is so distributed that it reaches every dealer on a mailing list of 250,000 several times a year.

What is this catalogue's power of attraction?

It has two—prices and information.

The price attraction is wonderfully strong. Butler Brothers compete with hundreds of wholesale houses selling through thousands of traveling salesmen who visit their customers several times a month. To sell any kind of staple through drummers—sugar, salt, barbed wire or tenpenny nails—costs at least five per cent. To sell novelties—candies, chinaware, lace handkerchiefs and rat traps—costs eight to ten per cent. or more. Butler Brothers sell through their monthly catalogue for less than three per cent., and their customers get the benefit of the saving. When a live drummer for another house is brought into direct competition with the catalogue he usually beats it and makes a sale. The general retailer or novelty dealer produces "Our Drummer" and shows the Butler price. There are many qualities of merchandise in every line, and tricks in all trades. The flesh-and-blood salesman meets that price, every time, and gets the business—that time. But he only comes once a month at most. The catalogue is there all the time, night and day, even when the rival house delivers equal value for less money. And when the dealer learns a drummer's trick with a hole in it the catalogue points a moral. But its chief strength, so far as prices are concerned, lies in the fact that it quotes low prices, net prices, just the price that everybody must pay, and that it is always on the spot.

"Our Drummer" has another source of strength, however, and one assailable by no traveling salesman—its information. This seems to be the real inner secret of its success.

Butler Brothers' customers are divided into two great classes—first, novelty dealers, and second, general stores. During the first

year the house handled small wares—such as handkerchiefs, towels, suspenders, etc. In 1878 it introduced the plan of selling a wide range of goods on five and ten cent counters, thereby laying the foundation of a trade that, in twenty-seven years, has grown to proportions almost past belief. In the United States to-day are hundreds of five and ten cent stores, and thousands of bargain counters. Among them the firm has built up a tremendous business. Another great field is that of the general store. The country "general store" is typically an American institution—founded by the backwoods merchant who had to sell everything. Lincoln, Grant and many of our strong men in the past spent part of their lives in a general store, and many living captains of industry began their careers behind a cross-roads counter. There are 150,000 of these country stores in the United States to-day, and each does an average annual trade of \$10,000, or \$1,500,000,000 altogether.

Now, singularly enough, Butler Brothers' monthly catalogue is the only advertising medium that reaches this immense clientele of retail merchants regularly and effectively. With all the trade journals, touching hundreds of lines, there has never been one for the general merchant or the novelty dealer. The strength of "Our Drummer" lies in the attention given in its pages to selling plans for these retailers. In a practical, hard-headed way it teaches them how to buy stock, sell goods, promote trade and make money. This is an attraction stronger than price.

"What the novelty dealer and general merchant want is practical plans for special sales and methods of getting trade," says F. S. Cunningham, advertising manager for Butler Brothers. "In general advertising, trade journal advertising, wholesale advertising and other fields of publicity and business it is possible to work along lines that are somewhat broad, and which leave a margin for errors of judgment. There isn't a bit of margin in our customers' business

(Continued on page 6.)



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*Little Lessons in Publicity.—Lesson 44.*

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# Sowing Time

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Comes 'way ahead of reaping time.

It wouldn't do to wait until you wanted bread  
to grow the wheat—would it?

Same way about business.

Don't wait till selling season to advertise  
what you have to sell—DO IT NOW!  
when you have plenty of time to DO IT  
WELL!

Here  
are  
Five  
Crop-  
Makers

The Washington Star  
The Baltimore News  
The Indianapolis News  
The Montreal Star  
The Minneapolis Journal

Tribune Building  
New York

M. LEE STARKE,  
Manager General Advertising,

Tribune Building  
Chicago

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—not ten dollars to risk on speculative advertising. It's all hard, applied merchandising, and the only plan that is of any use is one that some man in the same line of business has devised, usually. I have been a reader and admirer of *PRINTER'S INK* for a good many years, but I frankly believe we give twenty times as much attention in our catalogue to the problems of retailers as the Little Schoolmaster does. I don't know of any advertising journal that could be of service to them. Our catalogue is a book of ways and means. First of all, it advises how to buy. For many years Butler Brothers' have steadily advocated small stocks, with a wide range of live goods, turned over quickly and as many times a year as possible. Merchants have been taught to study the needs of their people, think good times and talk good times, advertise judiciously, avoid foolish price wars and make every dollar of capital and foot of floor space produce to the maximum. We have embodied these principles in a phrase, 'The Butler Way,' which has come to stand for a certain spirit of merchandising. Every issue of 'Our Drummer' contains sections printed on colored paper. One of these, the yellow pages, lists seasonable articles at close prices to be put forward as features, in the form of special sales. We have been talking special sales for twenty-seven years, and 'The Butler Way' is based on them. The covers of our catalogue are almost wholly given up to general talks on enterprising methods in the abstract, and a colored section in the back of the book deals with selling plans in the concrete. This is really a store journal in itself. There are sales plans and advertising plans ready to use—dozens of them, and chiefly those sent to us by our customers. There is a page on which are printed problems submitted by merchants. Questions of location, competition, rent and expenses, the advisability of moving elsewhere and other problems are printed in the form of communications from readers, and other dealers who may have solved just such puzzlers freely

write advice, which is also printed. Another page in this section gives inspiring little stories of success. Readers, also, submit schedules of stock that they have found practical, and the department, altogether, is so sound in its principles that it touches the bread and butter of every reader. Its information can be had in no other publication.

"We advertise to a large extent by means of special booklets and folders, but these are all based on our catalogue promotion department. Twice a year or oftener the selling plans published therein are collected in a booklet for general distribution, while the various subjects are amplified with other booklets. One of these is entitled 'Success With Small Capital.' In the past two years we have had requests for 40,000 copies of this brochure. It tells how to start a store and keep it going. Common sense principles of merchandising are first laid down. Then stock is considered, and schedules given for investing capital ranging from \$400 up. Arrangement of store, location, rent, expenses, percentage of profit, the art of price-making, window display, advertising, watching demand, etc., are all treated from our long experience. Illustrations show store arrangement at a glance. 'The Butler Way' is another booklet of the same character. Folders treat smaller details. 'Easy Business' is one showing certain seasons of the year, as Christmas, when people don't have to be urged to buy. 'The Courage to Get a Profit' cautions against cutting prices too far and indicates ways of taking profit off one line of goods to make it up on others. 'The Nine Cent Sale' outlines a bargain attraction that has been very popular in every part of the country for many years, while other attractions are hosiery sales, muslin underwear sales, stock reduction sales, etc. One pat little folder deals with 'Summer Problems.'

"Freight rates are often the bogey of the merchant who has not studied them carefully. Goods cost him more in Louisville or Kansas City, but he buys there because he thinks the difference in

freight rates would make cheaper goods cost more from Chicago. The traveling man always makes this ten times worse than it is. Freight rates are one of his strong cards. Our little booklet, 'The Truth About Freight Rates,' puts the whole thing into a few simple figures, and has shown many a reader that Butler Brothers, with three points to ship from, can sell so low that the merchant in Western Minnesota can order from us and save after paying the difference in freight between Chicago and Minneapolis.

"In the past few years we have taken a decided stand in helping our customers fight the catalogue houses that sell at retail. The statement that the local retailer can sell as low as these houses is entirely true. Any active merchant in a town of 500 people can stop the growth of the catalogue house, in the first place, and then shut them out of his territory and keep them out. Below 500 population it is difficult. We advise customers to first ascertain who buys from the catalogue houses in his territory, and what they buy. This, usually, shows him gaps in his stock which must be repaired. Then let him meet the big house's prices, keeping their catalogues in his store to prove that he is selling as cheaply as they. He is the man on the spot. His goods can be seen, and he has every advantage. The mail order houses were a necessity in sparsely settled districts, and are to-day. But as the West fills up their trade will cease to grow, I think. The local merchant has the best of it to-day, and conditions are continually getting better for him, whereas they are growing less favorable for the mail order firms. It is often asserted that most of the trade that goes out of a small town is sent to Chicago mail order houses, but as a matter of fact, most of it goes to the nearest large town on the trolley cars. By combination the local merchants can fight these houses on every line of goods. We have shown them how to get right on prices and carry on the campaign. Do not confuse Butler Brothers with the retail catalogue houses. We are strictly a whole-

sale house, selling to merchants only. No sales are ever made to hotels, public institutions or other buyers for consumption only, and I believe there are few wholesale houses in this country that can truthfully make this statement. There is not a variety store—that is, a five and ten cent store—in the country but what buys the greatest part of its stock from us. Our regular customers number above 100,000, and the magnitude of our trade can be realized by taking some such item as twenty-five-cent cotton underwear. If each customer buys but one dozen a year it means an aggregate of \$225,000. "Our Drummer" is the corner-stone of this tremendous trade, and its educational value is more potent than its low prices. Thousands of young men begin business in a small way every year in little towns, and our catalogue, together with supplementary literature, teaches them how to do business on right principles. It is strange that this great clientele has never been catered to by a trade journal. I have pointed out the field time and again to publishers, for we would like to have others in the field. It would help us. The journals dealing with the dry goods, grocery and other retail lines seem to go over the heads of the general and novelty dealers, and they are also rather too costly. A medium of wide circulation in this field would be valuable to us, for we could then tell our story outside our catalogue.

"While I think we cover this field better than any advertising journal, I don't want to be thought inappreciative of PRINTERS' INK. At one time I considered it necessary to read all the advertising journals. Now I have time for only one. That is PRINTERS' INK. In my opinion it fertilizes all the others."

JAS. H. COLLINS.

## Lincoln Freie Presse

GERMAN WEEKLY.

LINCOLN.

NEB.

Prints nothing but original matter and brings an abundance of articles and items of special interest to German-Americans, which accounts for the immense popularity of the paper in the German settlements everywhere.

## DEPARTMENT FOR MANUFACTURERS AND WHOLESALERS.

*By Edmund Bartlett, 150 Nassau St., New York.*

Two salesmen for rival houses met out on the road.

Said one to 'tother, "What town are you coming from?" And the reply was, "Mobile."

"Well," was the rejoinder "I guess you didn't get much out of there this trip. I covered the whole ground two weeks ago and scooped about everything in sight. Come now as a matter of mutual interest, how many orders did you really get?"

"Oh, eight or nine—big ones, too." "The deuce you say," was the reply, "I got exactly seven and was on the ground first. If you really sold the goods"—

"Well," said the other man, with just a touch of asperity in his voice, "it may not be good business to do it, but so long as this is a question of veracity and I've loaded 'em up for the present, I'll just show you my signed orders to prove it"—which he did.

The first man being, figuratively speaking, "up a tree" could only reply "I could have sworn that there wasn't six dollars worth of goods to be sold in that town for a month to come. Can't account for it at all."

"I can," replied drummer number two.

"How?"

"Well, you see unusual conditions brought about a phenomenal demand for the goods. You had 'em stocked up all right when you left, but the turn came ten days afterward and they wanted more goods—and they wanted them quick! Most of these buyers were regular customers of yours and would have sent their orders by mail or telegraph, but I happened to come along about that time and captured a large part of them myself. In other words I've sold what you expected to sell next trip. Don't feel too bad about it; it wasn't so much a question of better salesmanship as of luck in being

on the spot at the right moment and of hustling around and turning things my way. If the dates of our visits had been reversed, the result would have been about the same. I would have sold about what you sold, and you would have sold about what I sold." \* \* \*

This set salesman number two thinking: "Here I am shut out of a lot of good trade for next trip because a competitor was lucky enough to get there right at the time people wanted goods badly. Big advantage, this thing of being on the spot at just the right time. I wish there were some influence besides my own personal visits to secure a larger percentage of orders that go to competitors merely because I don't happen to be around."

He related the incident to the head of the house when he returned home.

"Yes," said that individual, "it is rather tough to be beaten out by a competitor, but he was foolish to boast about his achievement, because it materially hastens the execution of a plan I've long been thinking about adopting. You men cover your territory once in four or six weeks. You get the orders of people who want goods at the time of your visit—or perhaps promises for next trip. If they want goods during the interval, the orders come by mail, or else some competitor's salesman gets them if he happens along about that time.

"I guess the best thing to help you boys out is a systematic campaign of mail drumming. I've about decided to cover the whole territory reached by our eleven traveling men, and I'm going into several sections you're not reaching at all. No, not a single one of you is going to lose his job; you are going to get credit for all orders that come from the trade you regularly work, whether you

bring in the orders or whether they come by mail.

"I wish to fix it so that when an order is to be given out and none of our salesmen happen to be on the ground, it will stand a good show of coming to us even if a competitor's salesman is right on the spot. Of course, that man will stand a good chance of making the sale, but I don't want that chance to be any easier than necessary—I want to make it just as hard for the other fellow to get the order as possible.

"When a case similar to the Mobile incident you've just related comes up, I don't want to be on the wrong side of the fence. If we had been conducting a mail campaign on those buyers, reaching them every two or three weeks with good live stuff, it is certain that most of the orders which went to our competitor would have come to us. In other words, we would have anticipated our competitor just as he has anticipated us."

The plan was forthwith put into operation and with such excellent results that it is now a regular feature of this business. It brings in a certain amount of direct mail business; and so thoroughly does it expedite the work of the salesmen, that the head of the house always uses strong language if he finds, through some mischance that the list is not covered at least every three weeks.

\* \* \*

Another man (a large manufacturer) has, within the course of a few years, raised himself into the position of the biggest man in the trade by substantially the same methods; namely, good live modern advertising combined with the best of salesmanship. He has perfected a system of mail work that brings in direct orders from

sections which it would be out of the question to cover by traveling men, both on account of the widely scattered nature of this branch of the trade and the shortness of the season. He fires out his literature well in advance of the season and keeps it going just as long as orders are to be had for that season.

In strongly competitive sections the goods and the house have become so widely known during these few years, that the salesmen are called upon to do little or no missionary work except, perhaps, with some newcomers into the trade. Even then very little of such effort is necessary, because these people are put on the list as soon as they appear and persistently educated by mail before the salesmen get around to them.

The article in question, let me say, is one on which competition is "fierce"—and yet, by systematic advertising, this manufacturer has not only built up a big direct mail business and vastly facilitated the work of his salesmen, but he also does a larger volume of business on a smaller percentage of selling expense than do competitors who employ other methods.

He doesn't waste time complaining about the "cut up" condition of the trade. He doesn't worry especially about the doings of his wicked competitors. And in this connection it is interesting to know that he attributes much of his success to attacks made on him in print by a competitor some years ago.

The competitor at that time was the biggest man in the trade. The man we are talking about was one of the smallest. He was the most aggressive, however, and in his efforts to market his product, he finally distanced the competitor.

## The Montgomery Advertiser.

"Alabama's Only Metropolitan Newspaper."

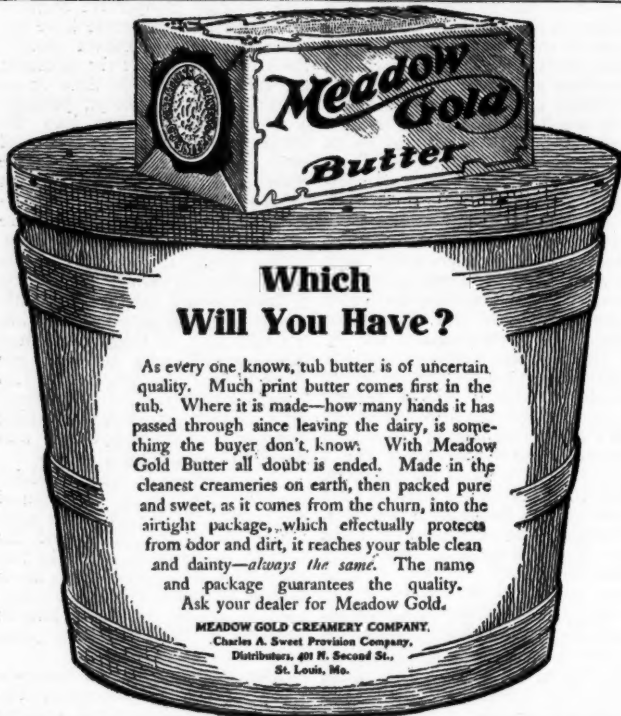
Sworn Net Paid Circulation for 1903: Daily, 11,071; Sunday, 15,051; Weekly, 13,567. Accorded Double Golden Symbol (GG) by The American Newspaper Directory.

## WEEKLY AD CONTEST.

## TWENTIETH WEEK.

In response to the weekly ad contest sixty-four advertisements were received in time for report in this issue of PRINTERS' INK. The one here reproduced was deemed best of all submitted. It was sent in by C. L. Sturgis, 1624 Broad-

reproduced in PRINTERS' INK, if possible, and the name of the sender, together with the name and date of the paper in which it had insertion, will also be stated. A coupon good for a year's subscription to PRINTERS' INK will be sent to the person who sends the best ad each week. Advertisements coming within the sense of this



**Which  
Will You Have?**

As every one knows, tub butter is of uncertain quality. Much print butter comes first in the tub. Where it is made—how many hands it has passed through since leaving the dairy, is something the buyer don't know. With Meadow Gold Butter all doubt is ended. Made in the cleanest creameries on earth, then packed pure and sweet, as it comes from the churn, into the airtight package, which effectually protects from odor and dirt, it reaches your table clean and dainty—*always the same*. The name and package guarantees the quality.

Ask your dealer for Meadow Gold.

**MEADOW GOLD CREAMERY COMPANY.**  
Charles A. Sweet Provision Company,  
Distributors, 401 N. Second St.,  
St. Louis, Mo.

way, Mattoon, Ill., and it appeared in the St. Louis *Globe-Democrat* for June 6, 1904. A coupon was mailed to Mr. Sturgis as provided in the conditions which govern this contest, viz.: Any reader may send in an ad which he or she notices in any periodical for entry. Reasonable care should be exercised to send what seem to be good advertisements. Each week one ad will be chosen which is thought to be superior to every other submitted in the same week. The ad so selected will be

contest should preferably be announcements of some retail business. The sender must give his own name and date of the paper in which the ad had insertion.

**PUBLISHERS—Take Note**

Many a publication whose present heading gives it an appearance of cheapness, could be so improved in general appearance by an artistic and appropriate heading as to tend to convince advertisers that it is one of the best and most progressive of its class and locality. Sketch submitted on approval.

**W. MOSELEY, ELGIN, ILL.**  
SPECIALIST IN HEADINGS.

# COMMERCIAL ART CRITICISM

BY GEORGE ETHRIDGE, 33 UNION SQUARE, N.Y.  
 READERS OF PRINTERS' INK WILL RECEIVE, FREE OF CHARGE,  
 CRITICISM OF COMMERCIAL ART MATTER SENT TO MR. ETHRIDGE.

This Neostyle advertisement certainly has one good feature for the reason that it gives an excellent

style" tells the whole story, and is an excellent and compelling head-



## Print it on the Rotary Neostyle

If you want to tell a few or many people the same thing.

The original is written just like a letter on special wax paper. This stencil goes into the machine which turns out 60 copies per minute by hand or 100 a minute with an electric motor.

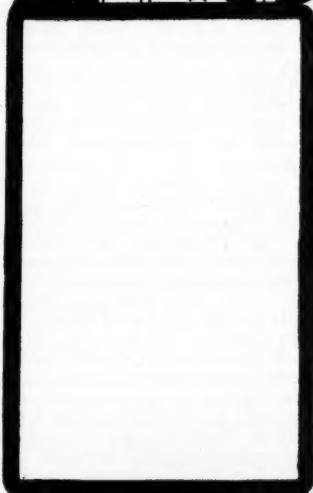
If interested please write for our catalogue—sent free on request.

**Neostyle Co.**

31 Reade St., New York

315 Clark St.  
 CHICAGO.

151 Franklin St.  
 BOSTON.



**No.1**

piece of advice in plain, clear type.

"Print it on the Rotary Neo-

**No.2**

line. The things this advertise-



ment says are all right, but not much that is favorable can be said of the illustration.

In the original this advertisement occupied a space  $2\frac{3}{4}$  inches wide by 8 inches in length, and, even in this liberal space, the illustration was very hard to make out.

The two men at the top of the picture may be doing something, and may not, and the young lady directly beneath is evidently doing something, but it is hard to tell what.

The fundamental idea was good, but the execution leaves much to be desired.

A great many advertisers and a great many people who do work for advertisers seem to forget that there is a difference between a single column space and the side of a barn, and that the sort of picture that will work out well in one space will be a gloomy failure in another.

In making illustrations both the composition and the character of the work must be adapted to fit the requirements of the space to be employed and the character of printing which may be expected.

In the illustration marked No. 2 the same idea is carried out in a way which is adapted to the space, and the purposes of the advertisement.

Of course, in an ad of this size and shape not much can be done, and what is done must possess the elements of clearness and simplicity.

Attempts to monkey with the human form may be successful and may not. Nowadays advertisers take all sorts of liberties with our persons—on paper at least.

The latest manifestation of this sort is the advertising of the Cartilage Company, of Rochester, N. Y.,—a get-tall-quick concern that is doing a good deal of advertising.

Here is one of their advertisements, and it is a good example of the class of advertising the Cartilage Company is doing.

Whether one would rather be a little sawed-off chap like the one at the left, or the weak minded and misshapen giant at the right is a toss up. Both are freaks, and

most people will agree that the tall freak is by far the more objectionable of the two.

None of these advertisements that has yet made an appearance is calculated to make any sensible person want to grow tall by the Cartilage Company method.

\* \* \*

Here is another example of the attempt to do it all at once.

This Locomobile advertisement occupied a quarter page in a current magazine. You will note that at the top the heads and shoulders of two young women, which is enough illustration certainly for



**How To Grow Tall**

Wouldn't You Like to Add From Two to Five Inches to Your Height? To be a "good height to dance with," to be "tall enough to see in a crowd?" To improve the symmetry of your figure and to add to your general appearance?

It is entirely possible for you to increase your height and accomplish these other advantages in your own home without taking any internal treatment, without drugs, without operation, without pain or injury to yourself, without putting yourself to any inconvenience.

**PLEASE TRY ANY HEIGHT REMEDY.**

In order that anyone can learn how to get increased height, we have prepared an interesting book for free distribution, explaining why some people are short and others tall, and telling how short people can add from two to five inches to their height, and get all the advantages that good height carries with it. All you have to do is to write for this book, stating your height, your weight, your age, your sex, and we will duly explain the science of growing taller, and securing a good figure. Address at once:

**The Cartilage Co., Dept. 1025, Rochester, N. Y.**

one advertisement—if not for two. Across the center of the ad is the picture of an automobile together with several miles of landscape, which was presumably very beautiful in the original photograph of it. In the lower third of this ad there is an attempt to tell the story in a crowded space.

What the two young women have to do with it is not very clear, unless they are supposed to typify "Reliability" and "Simplicity," the Locomobile virtues. No doubt, they are both perfectly reliable and thoroughly simple, but they have no business in a quarter page magazine ad which is also required to show a motor car of many horse power, three occupants and the



# THE ERIE'S LONG-DISTANCE ADVERTISING.

D. M. Bowman, general Western passenger agent of the Erie Railroad at Chicago, believes his road's facilities between that city and New York should be advertised. This has been his belief for more than two years, and he made so much fuss about it that finally, after the usual hitches incident to railroad innovations, an appropriation was made last spring, and a campaign started in Chicago dailies June 1. This advertising is to run long enough for a thorough test, all ads. being directed to the one end of inducing eastward travel from Chicago to the metropolis.

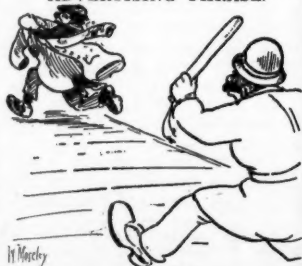
After the appropriation had been made, the question of copy came up, naturally. The question of railroad copy is always more or less difficult. It is hard to say anything new about a railroad, and when the Erie's proposition was reduced to first principles, the copy man found the road really had no marked advantages over the half dozen other lines running between the two cities. Fares are all on a par, by mutual agreement, each road has dining cars and other conveniences, time schedules are all based on the fares, and when the world was created all the general passenger agents must have been present, for the marvelous scenic interest so dear to the heart of the railroad advertising man has been pretty impartially parceled out among the different routes. In one point the Erie is unique, however. It owns its right of way from end to end, and all Erie trains are handled on Erie tracks by Erie employees. Then, much of the travel between the two cities is made up of people who go back and forth several times a year. Variety is the spice of railroad travel. With these distinct talking points and three through trains a day, the copy man went to work and produced a series of display ads. that are now very conspicuous in Chicago papers. Plenty of white space has been used, the ads. are large, the arguments are brief and forceful, and the Erie trademark and fist have been used with peculiarly good effect, form-

ing the eye-catcher to each announcement. The ads. have also been varied as to shape, for some are three columns wide, while others are of the long, slender, single-column type. Printed every weekday, they are distributed so as to appear in each Chicago daily at least once a week. On Mondays one paper is used, on Tuesdays three, Wednesdays three, Thursdays two, Fridays three and Saturdays two. No mediums are used outside of Chicago, but an active auxiliary campaign of literature and personal letters is carried on among ticket agents throughout the West and Northwest. The ticket agent is the traveler's counselor and friend, and passenger agents find him the main point of attack in territory away from the company's own lines. Within a week after the advertising began, results were manifested in inquiries at the Erie's Chicago ticket offices, and from present indications this publicity, new in its idea, will have a very beneficial effect on the Erie's traffic between the two cities, already of satisfactory though not spectacular proportions.

TRIPOLI, a sort of natural Sapolio dug out of the ground in various parts of the world, is to be advertised under this name by the Tripoli Mfg. Co., Denver, provided the company sells its \$1,000,000 worth of stock in one dollar shares. A booklet explains the proposition in a hopeful way, and describes the mines in Nebraska.

A THEATRICAL date book furnished members of the Thespian profession by the *Billboard*, Cincinnati, has spaces for daily notes, routes, accounts, etc., from June, 1904 to June, 1905. There is also an explanation of the *Billboard's* free mail service for "troupers," and a fine set of miniature maps.

## ADVERTISING PHRASE.



FOLLOWING-UP.

# ADVERTISING BABIES.

For several years this unique ad. offering babies for adoption has appeared in *Wood's Railway Guide*, a Detroit publication devoted to time tables, and circulating largely among travelers. When asked whether such advertising produced results for his institution, and whether he could recommend it to other orphan asylums, Superintendent Barlow said:

"Mr. Wood, the publisher of the *Railway Guide*, has carried our ad. without any further compensation than the satisfaction he gets out of helping us find homes for friendless children. The results have been very good indeed. We receive many inquiries. Sometimes, after information and application blanks have been sent, the inquirers drop the matter, but in a number of cases we have placed children in good homes with people who were attracted by the advertising. I have lately taken steps



## Orphan and Friendless Children for Adoption.

Boys, girls and babies, all white and properly reared, for adoption on trial. Write for particulars to the Society, 101 St. Joseph, Mich. Send for application blank and would age, which children are placed in families.

The Michigan Children's Home Society,  
St. Joseph, Mich.  
ALICE BARLOW, Secy and Insp.  
WASHINGTON GARDNER, President.

to place this ad. with country newspapers throughout Michigan. Several have accepted the electrotypes, and give us free space. I do not know whether this sort of publicity would help other institutions, but should think it would, if conducted along interesting lines. We try to keep out of ruts in telling our story, placing such matter before the people as will be read and remembered."

The Society publishes a little bimonthly paper called the *Michigan Children's Home Finder*, which is mailed to people likely to be interested in its work. It contains pictures of children, articles about them, particulars of the society's work, and appeals for clothing, bequests, etc. The society is incorporated, is eleven years old, and has a receiving home and hospital at St. Joseph, being prepared to permanently provide for 500 children. Orphans and foundlings are received from all parts of Michi-

gan and placed in carefully selected homes. The institution is free from sectarian, political and race bias. Much of the institution's income is derived from patrons who agree to pay regular yearly contributions into its funds. The *Home Finder* serves the double purpose of finding places for the society's charges and raising money. A page in each issue is devoted to letters from children who have been placed in good homes, and from persons who have adopted them. Advertising would hardly be needed at all if the society's charges were all girls. The demand for girl babies is always good, and they are sought, and given homes. For some reason, though, boys are not in very brisk demand, and homes must be sought for them.

A FOLDER from *The State*, the only morning daily published at Columbia, S. C., calls attention to that paper's classified columns. The claim is made that the paper covers all of South Carolina, and it is said that *The State* pays fifty per cent more postage on circulation than is paid by all second-class publications in the city of Charleston, the home of its nearest competitor.

## 1903 A RECORD YEAR

FOR THE

## Chicago Record-Herald

Among Chicago morning newspapers the advertising published in 1903 as compared with 1902 shows THE RECORD-HERALD gained 706 columns 71 lines. The Tribune lost 860 columns 212 lines. The Examiner and Sunday American lost 2,707 columns 99 lines.

This, notwithstanding THE RECORD-HERALD refused to publish many advertisements accepted by other papers, and all the rates of THE RECORD-HERALD are on its rate card. The only morning paper in Chicago that dare publish its circulation.

### The average circulation for

1903: Sunday, 191,317;

Daily, 154,218.

The largest two-cent circulation in the United States, morning or evening.

## A PHILADELPHIA THEATER'S SUMMER SCHEME.

By John H. Sinberg.

To keep people of a big city interested in a theater during the summer months is no easy task, particularly in a city like Philadelphia, with its Fairmount Park, Willow Grove, trolley rides and numerous other open air attractions. Yet, Keith's Chestnut Street Theater, (recently erected at a cost of \$1,000,000) has been drawing "standing room" houses all summer. The reason for this is due (in addition to first-class performances) to liberal and novel advertising. It is no exaggeration to say that in the Quaker City Keith's New Theater is by far the best advertised. When you get on a street car you cannot help reading a well-written jingle about the "Keith's-House of Laughter." When you cross the ferry to or from Camden, large signs tell you that "Keith's New Theater is open all summer and is the coolest place in town." When you are on the street, artistic posters about "Keith's" attract your eye, and a new "Keith" automobile is spinning constantly along the prominent streets bearing neatly-colored announcements of "Keith's" attractions. Also, many cigar stores and drug stores keep a stack of booklets on their counters, telling "all about Keith's New Million Dollar Theater" and a nicely printed card above them asks everybody to take one.

The credit for Keith's Philadelphia advertising belongs to Mr. H. A. Daniels, the advertising manager, who has had a long and varied experience in theatrical publicity, having advertised a big circus many years ago. He also knows the newspaper-end of the business thoroughly, being an old New York *Herald* reporter. Here is the latest scheme from his fertile brain: Red slips, each good for two front orchestra seats for any performance, are placed in two-ounce bottles, tightly corked, and thrown overboard at the rate of one hundred a day, from yachts off Atlantic City, Cape May, Asbury Park and all seaside resorts, during the

summer season. The finder of the bottle upon signing his name and address on the red slip, is presented with two seats at Keith's Theater. This is a great novelty in theatrical publicity and has "caught on," especially on the Jersey coast, many yachtsmen wagering with one another on their ability to "fetch" Keith's Theater bottles. And, as the primary object of the scheme is to keep the name of "Keith" fresh in the minds of people during the summer, it would appear that his aim is being accomplished.

## TWELVE THINGS TO REMEMBER.

1. The value of time. 2. The success of perseverance. 3. The pleasure of working. 4. The dignity of simplicity. 5. The worth of character. 6. The power of kindness. 7. The influence of example. 8. The obligation of duty. 9. The wisdom of economy. 10. The virtue of patience. 11. The improvement of talent. 12. The joy of originating.—*Marshall Field & Company, Chicago.*

## KNOCKING THE KNOCKERS.

150 Nassau Street,  
NEW YORK, June 20, 1904.

Editor of PRINTERS' INK:

Upon reading the article in your issue of June 22nd from Curtis & Wray, of the Maryville, Mo., *Tribune*, maligning the general advertising agencies, I am reminded of the old adage, that people living in glass houses should not throw stones.

Enclosed please find copy of contract made with me by these people, and which has never been rescinded.

I also enclose copy of a statement which I have repeatedly sent to these people, with a request for settlement for commissions due me, which have been honestly earned, and to which they pay no attention whatsoever, or answer any of my letters, although these amounts have been paid to them by the several agencies.

You can draw your own conclusions from these exhibits as to the sincerity of the article in question.

I have made them an offer through Arthur Kappell, manager of the Eastern Department of the Publishers' Commercial Union to allow the Union to collect the bills which they claim is owed them from the several agencies, and the Union deducting the amount which the *Tribune* have owed me for over a year for commissions earned as their representative in the East, and for which they have never made any accounting to me.

Having been in the general advertising agency business for thirty years, I know that the list of the general agents as printed in your former issue was correct, and it is simply ridiculous for an insignificant paper like the *Tribune* to malign and discredit such high class concerns.

Yours very truly,  
F. M. KRUGLER.

# A Roll of Honor

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1904 issue of the American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated.

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

☞ Announcements under this classification, if entitled as above, cost 20 cents per line under a YEARLY contract, \$20.00 for a full year, 10 per cent discount if paid wholly in advance. Weekly, monthly or quarterly corrections to date showing increase of circulation can be made, provided the publisher sends a statement in detail, properly signed and dated, covering the additional period, in accordance with the rules of the American Newspaper Directory.

## ALABAMA.

Anniston, Evening Star. Daily aver. for 1903, 1,551. Republic, weekly aver. 1903, 2,216.

Birmingham, Ledger. dy. Average for 1903, 16,670. E. Katz, Special Agent, N. Y.

## ARIZONA.

Bisbee, Review, daily. W. B. Kelley, pub. In 1903 no issue less than 1,250. In 1903 no issue less than 1,750.

Phoenix, Republican. Daily average for 1903, 6,955. Chas. T. Logan Special Agency, N. Y.

## ARKANSAS.

Fort Smith, Times, daily. In 1903 no issue less than 1,000. Actual average for August, September, October, 1903, 3,199.

Little Rock, Arkansas Methodist. Geo. Thornburgh, pub. Actual average 1903, 10,000.

Little Rock, Baptist Advance, wy. Actual average 1903, 4,550, four months 1904, 4,720.

## CALIFORNIA.

Fresno, Morning Republican, daily. Aver. 1903, 5,160, March, 6,350. E. Katz, Sp. Ag., N. Y.

Oakland, Signs of the Times. Actual weekly average for 1903, 82,842.

Redlands, Facts, daily. Daily average for 1903, 1,456. No weekly.

San Diego, San Diegoan Sun. Daily average for 1903, 2,757. W. H. Porterfield, pub.

San Francisco, Call, d'y and S'y. J. D. Spreckels. Aver. for 1903, d'y 60,385, S'y 71,584 (80). Ac. 1903, daily 61,054; Sunday 82,015.

San Jose, Evening Herald, daily. The Herald Co. Average for year end. Aug. 1903, 3,597.

San Jose, Morning Mercury, daily. Mercury Publishing Co. Average for 1903, 6,366.

San Jose, Pacific Tree and Vine, mo. W. G. Bohannon. Actual average, 1903, 6,185. First three months, 1904, 8,166.

## COLORADO.

Denver, Post, daily. Post Printing and Publishing Co. Average for 1903, 88,795. Average for June, 1904, 47,509. Gain, 8,716.

☞ The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



## CONNECTICUT.

Hartford, Times, daily. Average for 1903, 16,509. Furry Lukens, Jr., N. Y. Rep.

Meriden, Morning Record and Republican. Daily average for 1903, 7,582.

New Haven, Evening Register, daily. Actual av. for 1903, 15,571; Sunday, 11,292.

New Haven, Goldsmith and Silver Smith, monthly. Actual average for 1903, 7,817.

New Haven, Palladium, daily. Average for 1903, 7,625. E. Katz, Special Agent, N. Y.

New Haven, Union. Av. 1903, 15,827, first 3 mos. 1904, 15,943. E. Katz, Special Agent, N. Y.

New London, Day, ev'g. Aver. 1903, 5,612, June, 1904, 6,049. E. Katz, Spec. Ad. Agt., N. Y.

Norwich, Bulletin, morning. Average for 1903, 4,982; first three months 1904, 5,172.

Seymour, Record, weekly. W. C. Sharpe, Pub. Actual average 1903, 1,169.

Waterbury, Republican. Daily average 1903, 5,846. La Coste & Maxwell, Spec. Agts., N. Y.

## DELAWARE.

Wilmington, Every Evening. Average guaranteed circulation for 1903, 10,784.

Wilmington, Morning News, daily. News Publishing Co., publishers. Av. for 1903, 9,988.

## DISTRICT OF COLUMBIA.

Washington, Ev. Star, daily. Ev. Star Newspaper Co. Average for 1903, 84,088 (©).

National Tribune, weekly. Average for 1903, 104,599. First six mos. 1903, 112,368. Smith & Thompson, Rep., N. Y. & Chicago.

## FLORIDA.

Jacksonville, Metropolis, daily. Aver. 1903, 8,398. E. Katz, Special Agent, New York.

Tampa, Morning Tribune, daily. Tampa Tribune Pub. Co. Average for 1903, 6,610.

## GEORGIA.

Atlanta, Journal, dy. Av. 1903, 38,928 June 1904, 44,051. Semi-weekly 89,981.

Atlanta, News. Actual daily average, 1903, 20,104. Average April, 1904, 26,547.

Atlanta, Southern Cultivator, agriculture. semi-mo. Actual average for 1903, 30,125. Average first six months 1904, 38,666.

Lafayette, Walker Co. Messenger, weekly. N. C. Napier, Jr., pub. Ac. for 1903, 1,640.

## IDAHO.

Boise, Capital News, d'y and wy. Capital News Ptg. Co., pub. Aver. 1903, daily 2,741, weekly 3,475. First 6 mos. 1904, dy 3,016, wy 3,868.

## ILLINOIS.

Chicago, Citizen. Daily average 1903, 318; weekly, 1,110. First six months 1904, daily, 1,177; weekly, 1,125. June, 1904, daily 1,631.

Champaign, News. In 1903 no issue less than 1,100 daily and 3,400 weekly (163). First four mos. 1904, no day's issue of daily less than 2,600.

Chicago, Ad Sense, monthly. The Ad Sense Co., pub. Actual average for 1903, 6,033.

Chicago, Alkaloidal Clinic, monthly. Dr. W. C. Abbott, pub.; S. DeWitt Clough, adv. mgr. Guaranteed circulation now 20,000. Aver. for last twelve months, 25,250, reaching over one-fourth of the American medical profession.

Chicago, American Bee Journal, weekly. Actual average for 1903, 7,435.



# A Roll of Honor—Continued.

**Chicago, Bakers' Helper**, monthly. H. R. Clissold. *Average for 1903, 4,175* (©).

**Chicago, Breeders' Gazette**, stock farm, weekly. Sanders Pub. Co. *Actual average for 1903, 67,880, 20 weeks ending May 18, 1904, 69,162.*

**Chicago, Dental Digest**, mo. D. H. Crouse, pub. *Actual average for 1903, 7,000.*

**Chicago, Grain Dealers Journal**, s. mo. Grain Dealers Company. *Av. for 1903, 4,854* (©).

**Chicago, Gregg Writer**, monthly. Shorthand and Typewriting. *Actual average 1903, 11,666.*

**Chicago, Home Defender**, mo. T. G. Mauritzen. *Act. av. 1903, 22,500. Last 3 mos. 1903, 24,000.*

**Chicago, Journal Amer. Med. Assoc.** Wy. av. 1903, 28,615. *First six months 1904, 31,156.*

**Masonic Voice-Review**, mo. *Average for 1902, 26,041. For six months 1903, 26,166.*

**Chicago, Monumental News**, mo. R. J. Haight, pub. *Av. for year end. July, 1902, 2,966.*

**Chicago, Musical Leader & Concert-Goer**, wy. *Aver. year ending January 4, 18,548.*

**Chicago, National Harness Review**, mo. Av. for 1903, 5,291. *First 3 mos. 1903, 6,250.*

**Park and Cemetery and Landscape Gardening**, mo. Av. for year ending July, 1902, 2,041.

**Chicago, Record-Herald**, *Average for 1903, daily 154,218, Sunday 191,817.*

**Chicago, Retailer's Journal**, monthly. *Actual average for 1903, 6,785.*

**Chicago, The Operative Miller**, monthly. *Actual average for 1903, 5,542.*

**Evansville, Correct English: How to Use It**, mo. *Actual aver. year ending March, 1904, 16,000.*

**Kewanee, Star-Courier** *Average for 1903, daily 8,028, weekly 1,414. Average guaranteed circulation daily for Jan'y, 1904, 5,180.*

**Peoria, Star**, evenings and Sunday morning. *Actual average for 1903, 22,197.*

**Rockford, Register Gazette**. *Dy. av. for 1903, 5,226, s-wy. 6,416. Shannon, 150 Nassau.*

**Rockford, Republic**, daily. *Actual average for 1903, 6,540. La Cotte & Maxwell, N. Y.*

## INDIANA.

**Connersville, Courier**, weekly. *Actual average for 1903, 1,567.*

**Evansville, Courier**, daily and S. Courier Co., pub. *Act. av. '02, 11,218 (34). Sworn av. '03, 12,618. Smith & Thompson, Sp. Rep., N. Y. & Chicago.*

**Evansville, Journal-News**. *Av. for 1903, 8'y 15,552, 8'y 14,120. E. Katz, Sp. Agt., N. Y.*

**Goshen, Cooking Club**, monthly. *Average for 1903, 26,878. A persistent medium as housewives keep every issue for daily reference.*

**Indianapolis, News**, dy. *Aver. net sales in 1903, 69,825, first six months 1904, 72,858.*

**Lafayette, Morning Journal**, daily. *Sworn average 1903, 4,002; June, 1904, 4,492.*

**Marion, Leader**, daily. W. B. Westlake, pub. *Actual aver. for 6 mos. end. June 30, '04, 5,741.*

**Muncie, Star**, dy and 8'y. Star Pub. Co. *Aver. for 1903, 8'y 25,586, 8'y 19,250.*

**Netre Dame, The Ave Maria**, Catholic weekly magazine. *Actual average for 1903, 24,032.*

**Princeton, Clarion-News**, daily. Clarion Publishing Co. *Average for 1902, 1,820.*

**Richmond, Evening Item**. *Sworn dy. av. for 1903, 2,552. Same for Dec. 1903, 2,742.*

**Richmond, Sun-Telegram**. *Sworn av. 1903, dy. 3,311. For Feb., 1904, 3,944.*

**South Bend, Tribune**. *Sworn daily average 1903, 5,718. Sworn av. for May, 6,579.*

## INDIAN TERRITORY.

**Ardmore, Ardmoreite**, daily and weekly. *Average for 1903, dy., 1,951; wy., 2,372.*

## IOWA.

**Hurlington, Gazette**, dy. Thos. Stivers, pub. *Average for 1903, 5,864, Jan., 1904, 6,050.*

**Davenport, Times**. *Daily aver. 1903, 8,055, s-wy. 1,660. Daily aver. March, 1904, 9,508. Cir. guar. more than double of any Davenport daily.*

**Decorah, Decorah-Posten** (Norwegian). *Sworn av. cir'n, 1903, 89,681. March, 1904, 40,356.*

**Des Moines, Capital**, daily. Lafayette Young, publisher. *Actual average for 1903, 31,898. Average for May, 1904, 25,597.*

*City circulation the largest of any Des Moines newspaper absolutely guaranteed. Only evening newspaper carrying advertising of the department stores. Carries largest amount of local advertising.*

**Des Moines, News**, daily. *Actual average for 1903, 45,876.*

**Des Moines, Spirit of the West**, wy. Horses and live stock. *Average for 1902, 6,095.*

**Des Moines, Wallace's Farmer**, wy. *Est. 1879. Actual average for 1903, 25,769.*

**Muscatine, Journal**. *Daily av. 1903 4,349, semi-weekly 2,708, first four months 5,167.*

**Ottumwa, Courier**. *Daily average for March and April, 1904, 5,021. Tri-weekly average for March and April, 1904, 7,704.*

**Sioux City, Journal**. *Dy. av. for 1903 (sworn) 19,492, daily av. for Jan., Feb. and Mar., 1904 20,871. Records always open. More readers in its field than of all other daily papers combined.*

## KANSAS.

**Girard, Appeal to Reason**, weekly. J. A. Wayland. *Average for 1903, 260,096.*

**Hutchinson, News**. *Daily 1903, 2,768, weekly, 2,112. E. Katz, Agent, New York.*

**Topeka, Western School Journal**, educational monthly. *Average for 1903, 8,125.*

## KENTUCKY.

**Harrodsburg, Democrat**. *Best weekly in best section Ky. Av. 1903, 5,582; growing fast.*

**Lexington, Leader**. *Av. '03, 5,328, 8'y 4,092, 1st q't'r '04, dy. 8,928, 8'y 5,445. E. Katz, agt.*

**Louisville, Evening Post**, dy. Evening Post Co., pub. *Actual average for 1903, 26,964.*

**Paducah, Sun**, daily. *Average, 1903, 2,151; for May, 1904, 2,918.*

## LOUISIANA.

**New Orleans, Item**, daily. R. M. Denholme, publisher. *Average for Jan., 1904, 19,895, Feb., 20,512; March, 20,634.*

**New Orleans, News**. *Dy. av. 1903, 17,528, Sunday, 17,687. E. Katz, Special Agent, N. Y.*

**New Orleans, The Southern Buck**, official organ of Elksdom in La. and Miss. *'03, 4,780.*

## MAINE.

**Augusta, Comfort**, mo. W. H. Gannett, pub. *Actual average for 1903, 1,869,995.*

**Bangor, Commercial**. *Average for 1903, daily 8,318, weekly 29,006.*

**Dover, Piscataquis Observer**. *Actual weekly average 1903, 1,904.*

**Lewiston, Evening Journal**, daily. *Aver. for 1903, 6,514 (©), weekly 15,452 (©).*

**Phillips, Maine Woods and Woodsman**, weekly. J. W. Brackett Co. *Average for 1903, 8,041.*

**Portland, Evening Express**. *Average for 1903, daily 11,740, Sunday Telegram 8,090.*



# A Roll of Honor—Continued.

## MARYLAND.

Baltimore, News, daily. Evening News Publishing Co. Average 1903, 44,582. For June, 1904, 55,705.

## MASSACHUSETTS.

Boston, Globe. Average for 1903, daily, 195,554. Sunday, 297,824.

Largest circulation in New England. Advertisements go in morning and afternoon editions for one price.

Boston, New England Magazine, monthly. America Co., pub. Average 1903, 21,580.

Boston, Pilot, every Saturday. Roman Catholic. Jas. Jeffrey Roche, editor. (C) (C)

Boston, Post, dy. Average for 1903, 178,808. Av. for April, 1904, dy. 213,157. Sy. 177,050. Largest p.m. or a.m. sale in New England.

Boston, Traveler, Est. 1834. Actual daily av. 1903, 73,553. In 1903, 76,666. For 1904, to June 1, daily average, 82,794.

Largest evening circulation in New England. Reps.: Smith & Thompson, N. Y. and Chicago.

East Northfield, Record of Christian Work, mo. \$1. Av. for year end'g Dec. 31, 1903, 20,250. A high-class magazine for use ONLY by high-class advertisers. Price rate \$2.50 flat, pro rata.

Gloucester, Cape Ann News. Actual daily average year ending February 15, 1904, 4,804; aver. first six mos. 1904, 6,241; June, 1904, 6,525.

North Adams, Transcript, even. Daily net av. 1903, 5,267. Daily av. printed June, 1904, 5,858.

Springfield, Good Housekeeping, mo. Average for 1903, 185,902. First six months 1904, 161,166. All advertisements guaranteed.

Springfield, Republican. Av. 1903, dy. 15,542 (C) (C), Sun. 15,270 (C) (C), sy. 4,056.

Worcester, Evening Post, daily. Worcester Post Co. Average for 1903, 11,711.

Worcester, L'Opinion Publique, daily (C) (C). Average Jan., 5,180. Only French paper in United States on Roll of Honor.

## MICHIGAN.

Adrian, Telegram, dy. D. W. Grandon. Av. for 1903, 8,918. Aver. 1st 6 mos. of 1904, 4,100.

Detroit, Free Press. Average for 1903, daily 42,918, Sunday 58,845.

Grand Rapids, Evening Press, dy. Average 1903, 37,499. 40,000 guar. daily for 1904.

Grand Rapids, Herald. Average daily issue for 1903, 22,524.

Jackson, Citizen, daily. James O'Donnell, pub. Actual average for 1903, 4,419 (166). Average for first six months 1903, 4,828.

Jackson, Press and Patriot. Actual daily aver. for 1903, 5,649. Av. June, 1904, 6,628.

Kalamazoo, Evening Telegraph. Last six months 1903, dy. 8,886, a.w. 8,681.

Kalamazoo, Gazette-News, 1903, daily, 8,671. Guarantees 4,000 more subscribers than any other daily paper published in the city. Actual 3 months to June 1st, 10,198.

Saginaw, Courier-Herald, daily. Sunday. Average 1903, 8,285; May, 1904, 10,654.

Saginaw, Evening News, daily. Average for 1903, 11,815. June, 1904, daily 14,285.

## MINNESOTA.

Minneapolis, Farmers' Tribune, twice-a-week. W. J. Murphy, pub. Aver. for 1903, 68,686.

Minneapolis, Farm, Stock and Home, semi-monthly. Actual average 1903, 75,854. First six months 1904, 79,500.

Minneapolis, Svenska Amerikanska Posten. Swan J. Turnblad, pub. 1903, 49,057.

Minneapolis, The Housekeeper; household monthly. Actual average 1903, 265,250.

Minneapolis, Journal, daily. Journal Printing Co. Average for first 6 mos. in 1904, 68,296.

Minneapolis Tribune. W. J. Murphy, pub. Est. 1867. Oldest Minneapolis daily. Average for 1903, daily, 66,872; Sunday, 56,250. For 1903, daily average, 72,882; Sunday, 61,074. Daily average, last quarter of 1903, was 74,129; Sunday, 63,924. Sunday average for first five months of 1904 was 69,046. The daily average for the first five months of year was 83,585.



The only Minneapolis daily listed in Rosell's American Newspaper Directory that publishes its circulation over a considerable period down to date in ROLL OF HONOR, or elsewhere. The Tribune is the recognized Want Ad Medium of Minneapolis.

Owatonna, Chronicle, semi-w'y. Av. for 1903, 1,896. Owatonna's leading newspaper. Present circulation, 2,100.

St. Paul, Der Wanderer, with ag'l sup. Der Farmer in Westen, w'y. Av. for 1903, 10,500.

St. Paul, Dispatch, dy. Aver. 1903, 58,644. Present average 57,288. ST. PAUL'S LEADING NEWSPAPER. W'y aver. 1903, 75,026.

St. Paul, Globe, daily. Globe Co., publishers. Actual average for 1903, 31,541.

St. Paul, News, daily. Actual average for 1903, 55,816.

St. Paul, Pioneer-Press. Daily average for 1903 34,298, Sunday 30,855.

St. Paul, The Farmer, ag'l, s-mo. Est. 1882. Sub. 50c. Prof. Th. Shaw, ed. Act. av. year end, February, 77,861. Actual present av. 85,000.

St. Paul, Volkszeitung. Actual average 1903, dy. 11,116, sy. 28,414. Sonntagsblatt 28,405.

Winona, Republican and Herald, daily. Average 1902, 2,202; 1903, 4,044.

Winona, Westlicher Herold. Average 1902, 22,519; Sonntags Winona, 23,111; Volkblatt des Westens, 20,045.

## MISSISSIPPI.

Vicksburg, American, daily. In 1902, no issue less than 1,650. In 1903, 1,900 copies.

## MISSOURI.

Joplin, Globe, daily. Average 1903, 10,510. Mar., 1904, 11,491. E. Katz, Special Agent, N.Y.

Kansas City, Journal, d'y and w'y. Average for 1903, daily 60,263, weekly 188,725.

Kansas City, World, daily. Actual average for 1903, 61,282.

Springfield, Sunny South, monthly. Actual average for 1903, 2,588.

St. Joseph, News and Press. Daily aver. for 1903, 20,418. Last 5 mos. 1903, 25,668.

St. Louis, Medical Brief, mo. J. J. Lawrence, A.M., M.D., ed. and pub. Av. for 1903, 37,950.

National Farmer and Stock Grower, mo. Av. 12 mos. end. Dec., 1903, 106,625. 1902, 68,588.

St. Louis, Star. Actual daily average for 1903, 64,878.

St. Louis, The Woman's Magazine, monthly. Women and home. Lewis Pub. Co. Proven average for 1903, 1,345,511. Actual proven average for past 7 months 1,596,465. Every issue guaranteed to exceed 1,500,000 copies—full count. Largest circulation of any publication in the world.

## MONTANA.

Anaconda, Standard. Daily average for 1903, 10,869. MONTANA'S BEST NEWSPAPER.

# A Roll of Honor—Continued.

**Butte, American Labor Union Journal, weekly.** Average 1903, 29,549 general circulation.

**Butte, Inter-Mountain, evening.** Actual sworn net circulation for 1903, 10,617. Guarantee largest circulation in State of Montana. Sworn net circulation for January, 1904, aver. 14,135.

## NEBRASKA.

**Ansel, The Nebraskan, monthly.** A. H. Barks, pub. Actual average 1903, 5,088.

**Lincoln, Daily Star.** Actual average for 1903, 11,165, April, 1904, 14,485.

**Lincoln, Deutsch-Amerikan Farmer, weekly.** Actual average for 1903, 158,525.

**Lincoln, Freie Presse, weekly.** Actual average for 1903, 159,400.

**Lincoln, Nebraska Teacher, monthly.** Towne & Crabtree, pub. Average for 1903, 5,810.

**Lincoln, Western Medical Review, mo. Av. yr. endg. May, 1903, 1,800. In 1902, 1,660.**

**Omaha, Den Danske Pioneer, w'y.** Sophus F. Nebel Pub. Co. Average for 1903, 29,084.

**Omaha, News, daily.** Actual average for 1903, 41,324.

## NEW HAMPSHIRE.

**Franklin Falls, Journal Transcript, weekly.** Towne & Robie. Actual average 1903, 5,560.

## NEW JERSEY.

**Asbury Park, Press, dy. J. L. Kinmonth, pub.** Actual average 1903, 3,792. In 1902, 3,556.

**Camden, Daily Courier.** Est. 1876. Net aver. circulation for 6 mos. end. April, 30, 1904, 7,702.

**Camden, Post-Telegram.** Actual daily average, 1903, 5,798 sworn. Jan., 1904, 5,839.

**Clayton, Reporter, weekly.** A. F. Jenkins, Pub. Actual average for 1903, 2,019.

**Hoboken, Observer, daily.** Actual average 1902, 18,097; Sept., 1903, 22,751.

**Jersey City, Evening Journal.** Average for 1903, 19,012. First six months 1904, 20,519.

**Newark, Evening News.** Evening News Pub. Co. Av. for 1903, daily 55,896. Sunday 16,291.

**Newmarket, Advertiser's Guide, mo.** Stanley Day, publisher. Average for 1903, 5,125.

**Red Bank, Register, weekly.** Est. 1878. John H. Cook. Actual average 1903, 2,961.

**Washington, Star, w'y.** Sworn av. '03, 8,759. Every issue since Feb., '04, more than 5,900.

## NEW YORK.

**Albany, Journal, evening.** Journal Co. Average one year to April 30, 1904, 17,285.

**Albany, Times Union, every evening.** Establ. 1856. Average for first three months 1904, 29,626.

**Binghamton, Evening Herald, daily.** Herald Co. Average for first three months 1904, 12,210.

**Buffalo, Courier, morn.; Enquirer, even. W. J. Conners.** Aver. for 1903, morning 50,852, evening 58,082; Sunday average 68,586.

**Buffalo, Evening News.** Daily average 1903, 79,408. First 3 months 1904, 85,949.

**Catskill, Recorder, weekly.** Harry Hall, editor. 1903 av., 5,408. Av. June, 1904, 5,615.

**Cortland, Democrat, Fridays.** Est. 1840. Aver. 1903, 2,245. Only Dem. paper in county.

**Le Roy, Gazette.** Est. 1826. Aver. 1903, 2,254. Larg. w'y. circ. Genesee, Orleans & Niagara Cos.

**Lyons, Republican, established 1851.** Chas. H. Betts, editor and prop. Circulation 1903, 2,231.

**Mount Vernon, Daily Argus.** Average 1903, 2,989. Westchester County's leading paper.

**Newburgh, News, daily.** Av. for 1903, 4,487, 1,000 more than all other Newburgh papers combined.

## New York City.

**American Engineer, w'y.** R. M. Van Arsdale, pub. Av. 1903, 2,875. Av. for 1904, 4,000.

**American Machinist, w'y, machine construe.** (Also European edition.) Average 1903, 20,475.

**Army & Navy Journal.** Est. 1863. Weekly aver. for 1903, 9,026 (60). Present circulation (May 7) 9,415. W. C. & F. P. Church, Pubs.

**Automobile (The), weekly.** Flatiron Building. Average circulation 1903, 10,022.

**Baker's Review, monthly.** W. R. Gregory Co., publishers. Actual average for 1903, 4,450. Average for last three months 1903, 4,700.

**Benziger's Magazine, family monthly.** Benziger Bros. Average for 1903, 29,208. Your advertisement in Benziger's Magazine will bring you business, because its circulation has

**QUANTITY, CHARACTER, INFLUENCE.** Benziger's Magazine is sold only by yearly subscription, and those who advertise in its columns reach a very desirable class of people. Advertising rates, 25 cents per agate line.

**Clipper, weekly (Theatrical).** Frank Queen Pub. Co., Ltd. Aver. for 1903, 26,912 (60) (689).

**Dry Goods, monthly.** Max Jagerhuber, publisher. Actual average for 1903, 4,866.

**El Comercio, mo.** Spanish export. J. Shepard Clark Co. Average for 1903, 6,667.

**Electrical Review, weekly.** Electrical Review Pub. Co. Average for 1903, 6,885 (60).

**Elite Styles, monthly.** Purely fashion. Actual average for 1903, 62,125.

**Engineering News.** A weekly journal of civil, mechanical, mining and electrical engineering. Average circulation 1903, 12,642 (60).

**Forward, daily.** Forward Association. Average for 1903, 48,241.

**Four-Track News, monthly.** Actual av. paid for six months ending June, 1904, 84,167; July edition guaranteed 100,000.

**Haberdasher, mo., est. 1881.** Actual average for 1903, 7,166. Binders' affidavit and Post Office receipts distributed monthly to advertisers.

**Hardware, semi-monthly.** Average for 1902, 8,402 (683); average for 1903, 9,551.

**Hardware Dealers' Magazine, monthly.** In 1903 no issue less than 17,000. (60).

**Junior Toilettes, fashion monthly.** Max Jagerhuber, pub. Actual average 1903, 86,540.

**Leslie's Monthly Magazine, New York.** Average circulation for the past 12 months, 218,624. Present average circulation 255,275.

**Morning Telegraph, daily.** Daily Telegraph Co., pub. Average for 1902, 28,223.

**Music Trade Review, music trade and art weekly.** Average for 1903, 5,555.

**National Provisioner, weekly.** Packing houses, butchers, cotton seed oil, etc. 1903 av. cir. 6,402.

**Newspaperdom, w'ly.** Recognized journal of newspaper pub'g and adv'g. Aver. 1903, 5,129.

**New Thought, monthly.** 27 E. 23d St. New York. Sydney Flower, publisher. Number of copies and advertising rates given each month on first page reading matter. Sample copy free for the asking. Worth examination. New Thought has made money for all its advertisers. Discount to agencies, 25 per cent from published rates. Average for 1903, 104,977.

**Pharmaceutical Era, weekly, pharmacy.** D. O. Haynes & Co., pub., 8 Spruce street. (60).

**Pocket List of Railroad Officials, qly.** Rail'rd & Transp. Av. 1902, 17,696; av. 1903, 17,992.

**Police Chronicle, weekly.** Police Chronicle Pub. Co. Average for 1903, 4,914.

# A Roll of Honor—Continued.

Printers' Ink, weekly. A journal for advertisers, \$5.00 per year. Est. 1888. Average for 1903, 11,001. Issue May 15, 1904, 25,300 copies.

Railroad Gazette, railroad and engineering weekly. 83 Fulton street. Est. 1856. (©©).

The Ladies' World, mo., household. Average net paid circulation, 1903, 480,155.

The People's Home Journal, 515,250 monthly. Good Literature, 454,888 monthly, average circulation for 1903—all to paid-in-advance subscribers. F. M. Lupton, Publisher.

The World. Actual aver. for 1903, Morn., 278,607, Evening, 557,102. Sunday, 888,650.

Toilettes, fashion, monthly. Max Jagerhuber, publisher. Actual average for 1903, 61,800.

Rochester, Case and Comment, mo. Law. Av. for 1903, 30,000; 4 years' average, 20,156.

Schenectady, Gazette, daily. A. N. Decty. Average for 1902, 9,997. Actual average for 1903, 11,626.

Syracuse, Evening Herald, daily. Herald Co., pub. Av. for 1903, daily 88,107, Sunday 88,406.

Utica, National Electrical Contractor, mo. Average for 1903, 2,708.

Utica, Press, daily. Otto A. Meyer, publisher. Average for 1903, 14,004.

Warsaw, Western New Yorker, weekly. Average for 1903, 5,802. In county of 32,000 with no daily.

Wellsville, Reporter. Only dy. and s.-wy. in Co. Av. for 1903, daily, 1,184; semi-weekly, 2,958.

## NORTH CAROLINA.

Charlotte, Observer. North Carolina's foremost newspaper. Act. daily av. 1903, 5,582; Sunday, 6,791; semi-weekly, 5,500. First three months 1904, 6,578.

Elizabeth City, Tar Heel, weekly. Actual average 1903, 3,500. Covers ten counties.

Raleigh, Biblical Recorder, weekly. Average 1903, 8,872. First five months 1904, 10,166.

## NORTH DAKOTA.

Grand Forks, Herald, dy. av. for April, 1904, 5,862. Will guar. 6,000 for year. N. Dakota's BIGGEST DAILY. La Cote & Maxwell, N.Y. Exp.

Grand Forks, Normanden, weekly. Av. for 1903, 5,451. Guar. 6,000 after March 25th, 1904.

Wahpeton, Gazette. Average 1903, 1,564. Present circulation, 1,800; sent free, 1,500. Total, 3,300.

## OHIO.

Akron, Beacon Journal. Average 1903, 8,208. N. Y., 223 Temple Court. Av. April, 1904, 9,498.

Cincinnati, Mixer and Server, monthly. Actual average for 1902, 18,088. Actual average for 1903, 48,626. Official organ Hotel and Restaurant Employees' Int. Alliance and Bartenders' Int. League of America. WATCH US GROW.

Cincinnati, Times-Star, dy. Cincinnati Times-Star Pub. Co. Act. average for 1903, 145,018. Actual average for 1903, 145,164.

Cleveland, Plain Dealer. Est. 1841. Actual daily average 1903, 60,445; Sunday, 60,759. June, 1904, 79,648 daily; Sunday, 67,471.

Columbus, Press, daily, Democratic. Press Printing Co. Actual av. for 1902, 24,989.

Dayton, News, dy. News Pub. Co. Average for 1903, 16,407. June, 1904, 19,080. THE ONE DAILY in a one daily city. Thorough canvas of all homes proves circulation larger than all other Dayton dailies combined.

Lancaster, Fairfield Co. Republican. In August, '02, no issue less than 1,680 for 2 years.

Springfield, Farm and Fireside, agricultural, semi-monthly, est. 1877. Actual average for 1903, 535,470. Actual average for first six months, 1902, 540,275.

Springfield, Press-Republic. Aver. 1903, 9,288; April, '04, 10,155. N. Y. office, 523 Temple Court.

Springfield, Woman's Home Companion, household monthly, est. 1873. Actual av. for 1903, 844,250. Actual average for first six months 1903, 885,166.

Toledo, Medical and Surgical Reporter, mo. Actual average 1903, 10,088.

Washington Court House, Fayette Co. Record, weekly. Actual average 1903, 1,775.

Youngstown, Vindicator. Dy. av. '03, 11,009. LaCote & Maxwell, N.Y., Eastern Reps.

## OKLAHOMA.

Guthrie, Oklahoma Farmer, wy. Actual average 1903, 28,020.

Guthrie, Oklahoma State Capital, dy. and wy. Av. for 1903, daily 20,062, weekly 25,014. Year ending July 1, '03, dy. 19,868; wy. 25,119.

Oklahoma City, The Oklahoman. 1903 aver., 5,316; April, '04, 7,798. E. Katz, Agent, N.Y.

## OREGON.

Astoria, Lannetar. C. C. C. Rosenberg, Finnish, weekly. Average 1903, 1,895.

Portland, Evening Telegram, dy. (ex. Sun) Suorn circ'n six months ending June 30, 21,148.

Portland, Oregon Daily Journal. Actual average for 1903, 8,946; first five months 1904, 14,002 copies. In March, 1904, the Oregon Daily Journal established a Sunday edition. The average issue from March 20th to June 5th was 18,800 copies as per detailed statement filed with the American Newspaper Directory.

Portland, Pacific Miner, semi-mo. Av. year ending Sept., 1903, 4,589; first 6 mos. 1903, 4,912.

## PENNSYLVANIA.

Chester, Times, ev'g dy. Average 1903, 8,187. N. Y. office, 230 B'way. F. R. Northrup, Mgr.

Connellsville, Courier, daily. Aver. for 1903, 1,848, weekly for 1903, 8,000, daily average April, 1904, 8,019.

# The Philadelphia Bulletin's Circulation

The following statement shows the actual circulation of THE BULLETIN for the month of June, 1904:

1	.....	182,825	16	.....	197,355
2	.....	184,642	17	.....	190,040
3	.....	185,098	18	.....	178,592
4	.....	177,111	19	.....	174,292
5	.....	Sunday	20	.....	Sunday
6	.....	181,428	21	.....	188,062
7	.....	188,976	22	.....	181,693
8	.....	188,050	23	.....	187,701
9	.....	177,485	24	.....	189,466
10	.....	181,679	25	.....	187,305
11	.....	178,837	26	.....	174,386
12	.....	Sunday	27	.....	Sunday
13	.....	181,615	28	.....	198,263
14	.....	184,586	29	.....	192,023
15	.....	202,323	30	.....	191,931
					179,950

Total for 36 days, 4,818,300 copies.

NET AVERAGE FOR JUNE,

# 185,319 copies per day

THE BULLETIN's circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

THE BULLETIN has by many thousands the largest local circulation of any Philadelphia newspaper.

WM. L. McLEAS, Publisher.

# A Roll of Honor—Continued.

**Eric, People, weekly.** Aug. Klenke, Mgr. Average 1903, 8,088.

**Eric, Times, daily.** Average for 1903, 11,208. June, 1904, 14,189. E. Katz, Sp. Ag., N. Y.

**Harrisburg, Telegraph, dy.** Actual daily aver. 1903, 10,386. Average, year ending February, 10,544. Average, March, 11,016.

**Philadelphia, American Medicine, wy.** Av. for 1902, 19,827. Av. March, 1903, 16,827.

**Philadelphia, Camera, monthly.** Frank V. Chambers. Average for 1903, 7,120.

## The Evening Telegraph

READ EVERYWHERE IN PHILADELPHIA.

**Daily Copies 135,415**

ACTUAL CIRCULATION FOR JUNE:

1.....	130,411	16.....	140,205
2.....	131,858	17.....	135,586
3.....	131,346	18.....	134,766
4.....	132,334	19... Sunday no issue	
5... Sunday no issue	30.....	20.....	134,773
6.....	130,393	21.....	132,095
7.....	129,611	22.....	133,843
8.....	130,548	23.....	136,050
9.....	131,490	24.....	137,591
10.....	129,525	25.....	134,969
11.....	138,332	26... Sunday no issue	
12... Sunday no issue	27.....	27.....	159,898
13.....	130,887	28.....	134,524
14.....	132,318	29.....	132,942
15.....	156,778	30.....	130,867

Total for 26 days.....3,520,510  
Daily net average.....135,415

BARCLAY H. WARBURTON,  
President.

Philadelphia, July 5, 1904.

THE EVENING TELEGRAPH is best for advertising. It goes into the home and stays there.

**Philadelphia, Farm Journal, monthly.** Willmer Atkinson Company, publishers. Average for 1903, 5,443.76. *Printers' Ink* awarded the seventh Sugar Bowl to Farm Journal with this inscription:

"Awarded June 25th, 1902, by 'Printers' Ink,' The Little 'Schoolmaster' in the Art of 'Advertising to the Farm Journal.' After a canvassing of merits extending over a 'period of half a year, that paper, among all those published in the United States, has been pronounced the one that best serves the purpose 'as an educator and counselor for the agricultural population, and as an effective and economical medium for communicating with them,' through its advertising columns."

**Philadelphia, Press.** Av. circ. over 100,000 daily. Net average for June, 1904, 111,217.

**Philadelphia, Sunday School Times, weekly.** Average for 1903, 102,941. Send for rates to The Religious Press Association, Philadelphia.

**Pittsburg, Chronicle-Telegraph.** Aver., 1903, 56,268. Sworn statement on application.

**Pittsburg, Labor World, wy.** Av. 1903, 18,088. Reaches best paid class of workmen in U.S.

**Seranton, Times, weekly.** evg. E. J. Lynett. Av. for 1903, 21,604. *La Costa & Maxwell, N. Y.*

**Warren, Forelugs Vannen, Swedish, mo.** Av. 1903, 1,541. Circulates Pa., N. Y. and O.

**Washington, Reporter, daily.** John L. Stewart, gen. mgr. Average for 1903, 5,697.

**West Chester, Local News, daily.** W. H. Hodgson. Average for 1903 15,168.

**Williamsport, Grit, America's Greatest Weekly.** Not paid average 1903, 181,848. Smith & Thompson, Reprs., New York and Chicago.

**York, Dispatch, daily.** Dispatch Publishing Co. Average for 1903, 8,108.

## RHODE ISLAND.

**Providence, Daily Journal, 16,485** (©©) Sunday, 19,592 (©©). Evening Bulletin 36,588 average 1903. Providence Journal Co., pub.

**Westerly, Sun.** Geo. H. Utter, pub. Average 1903, 4,888. Only daily in So. Rhode Island.

## SOUTH CAROLINA.

**Anderson, People's Advocate, weekly.** G. P. Browne. Average 1903, no issue less than 1,750.

**Charleston, Evening Post.** Actual dy. aver. for second 3 months 1904, 8,727.

**Columbia, State, daily.** State Co., publishers. Actual aver. for 1903, daily, 6,568 (©©) semi-weekly, 2,015; Sunday, 7,705. First 3 months 1904, daily 7,440, Sunday 8,546.

## SOUTH DAKOTA.

**Sieus Falls, Argus Leader.** Tomlinson & Day, publishers. Actual daily average for 1902, 5,819. Actual daily aver. for 1903, 8,882.

## TENNESSEE.

**Chattanooga, Southern Fruit Grower, mo.** Actual average 1903, 17,555. Rate, 15 cents per line. Average for January, 1904, 19,177.

**Gallatin, Semi-weekly News.** In 1902 no issue less than 1,550. First 6 mos. 1903, 1,425.

**Lewisburg, Tribune, semi-weekly.** W. M. Carter. Actual average 1903, 1,201.

**Memphis, Commercial Appeal, daily, Sunday, weekly.** Average 1903, daily 28,989, Sunday 28,080, weekly 77,821 (964). March, 1904, daily 34,552, Sunday 47,296, weekly 82,468.

**Memphis, Morning News.** Actual daily average for 1903, 17,594. For six months ending June, 1904, 21,589.

**Nashville, Banner, daily.** Av. for year ending Feb. 1903, 16,078. Av. for April, 1904, 21,851. Only Nashville daily eligible to Roll of Honor.

**Nashville, Progressive Teacher and Southwa'n School Journal, mo.** Average for 1903, 9,500.

## TEXAS.

**Denton, Denton Co. Record and Chronicle, wy.** W. C. Edwards. Average for 1903, 2,689.

**El Paso, Herald, Dy.** av. 1903, 2,365; April, 1904, 4,854. Merchants' canvass showed Herald to be per cent of El Paso homes. Only El Paso daily paper eligible to Roll of Honor.

**La Porte, Chronicle, weekly.** G. E. Kepple, publisher. Average for 1903, 1,247.

**Paris, Advocate, dy.** W. N. Furey, pub. Actual average, 1903, 1,827.

## UTAH.

**Ogden, Standard.** Wm. Glassman, pub. Av. for 1903, daily 4,881, semi-weekly 5,158.

## VERMONT.

**Barre, Times, daily.** F. F. Langley. Aver. 1903, 2,710. Five months in 1904, 8,062.

**Burlington, Free Press.** Daily av. '03, 5,566. 9 mos. to June 1, 5,920. Only Vermont paper examined by Association of American Advertisers.

**Burlington, News.** Jos. Auld. Actual daily average 1903, 5,646, sworn av. April, 5,658.

# A Roll of Honor—Continued.

## VIRGINIA.

Norfolk, Dispatch, daily. Sworn average for 1903, 5,098; for 1903, 7,482; February, 8,448; March, 9,241.

Richmond, News Leader, every evening except Sunday. Daily average February 1, 1903, to February 1, 1904, 27,414. The largest circulation between Washington and Atlanta.

## WASHINGTON.

Tacoma, Ledger. Dy. av. 1903, 12,717; Sy., 15,615; wy., 8,912. Average 4 mos. 1904, dy., 14,511; Sy., 18,289; wy., 9,422. S. C. Beckwith, rep., Tribune Bldg., N. Y. & Chicago.

## WEST VIRGINIA.

Parkersburg, Sentinel, daily. R. G. Horner, pub. Average for 1903, 2,801 (1904).

Wheeling, News. Daily paid circ'n 9,707. Sunday paid circ'n 10,525. For 12 months up to April 1, 1904. Guarantees a paid circulation equal to any other two Wheeling papers combined.

## WISCONSIN.

La Crosse, Leader-Press, daily. Actual average 1903, 5,590.

Milwaukee, Evening Wisconsin, d'y. Evg. Wisconsin Co. Average for 1903, 21,931; December 1903, 25,090; June, 1904, 26,096 (©©).

Milwaukee, Germania-Abendpost, dy. Av. for year end 'g Feb. '04, 22,376; av. Feb. '04, 24,503.

Milwaukee, Journal, daily. Journal Co., pub. Av. end. June, 1904, 26,016. June, 1904, 26,270.

Oshkosh, Northwestern, daily. Average for 1903, 6,458.

Racine, Journal, daily. Journal Printing Co. Average for 1903, 5,702.

Racine, Wisconsin Agriculturist, weekly. Average for 1903, 22,151. First 6 months 1904, 26,372. Advertising \$2.50 per inch.

## BRITISH COLUMBIA.

Vancouver, Province, daily. W. C. Nichol, publisher. Average for 1903, 5,888; May, 1904, 7,281.

Victoria, Colonist, daily. Colonist P. & P. Co. Average for 1903, 5,895.

## MANITOBA, CAN.

Winnipeg, Der Nordwesten, German w'y. Av. for 1903, 9,565. Only medium in special field.

Winnipeg, Free Press, daily and weekly. Average for 1903, daily, 12,824; weekly, 18,908. Daily, June, 1904, 25,172.

## NOVA SCOTIA, CAN.

Halifax, Herald (©©) and Evening Mail. Average 1903, 9,941. June, 1904, 15,948.

## ONTARIO, CAN.

Toronto, Canadian Implement and Vehicle Trade, monthly. Average for 1903, 5,875.

Toronto, Star, daily. Average for 1903, 20,971. April, 1904, 21,205.

## QUEBEC, CAN.

Montreal, Herald, daily. Est. 1808. Actual average for 1903, 22,515.

Montreal, La Presse, Trefle Berthiaume, publisher. Actual average 1903, daily 72,894. Average April, 1904, 86,116.

Montreal, Star, dy. & wy. Graham & Co. Av. for '03, dy. 55,127, wy. 122,269 (1145). Six mos. end. May 31, '03, dy. av. 55,147, wy. 122,157.

Enclosed find renewal order for the Roll of Honor, we admire it very much and think this is exceedingly good advertising for growing newspapers.

DES MOINES DAILY CAPITAL,

Lafayette Young, July 9, 1904.

# THE WANT-AD MEDIUMS OF THE COUNTRY.

Printers' Ink has always held that newspapers which carry the largest number of want advertisements are closest to the hearts of the people, and are for that reason not only prosperous, but of a distinct profitableness to an advertiser.

Publications entitled to be listed under this heading are charged 10 cents a line a week. Six words make a line.

## CALIFORNIA.

THE TIMES prints more "Want" and other classified advertisements than the other five newspapers in Los Angeles combined. It is the medium for the exchange of commercial intelligence throughout the whole Southwest.

Rate—ONE CENT A WORD FOR EACH INSERTION; minimum charge 25 cents. Sworn daily average for year 1903, 30,656 copies. Sunday circulation regularly exceeds 51,000 copies.

## COLORADO.

THE DENVER POST, Sunday edition, July 10, 1904, contained 3,124 classified ads, a total of 74,110 columns. The POST is the big Want medium of the Rocky Mountain region. The rate for Want advertising in the POST is five cents per line each insertion, seven words to the line.

## DELAWARE.

LOCAL readers use the Wilmington EVENING JOURNAL for Want advertising. They get results. Half cent a word.

THE Wilmington MORNING NEWS is the paper for results—for "Wants" and other classified advertisements. Only morning paper.

IN Delaware the only daily paper that guarantees circulation is "Every Evening." It carries more classified advertising than all the other Wilmington papers combined.

## DISTRICT OF COLUMBIA.

THE Washington, D. C., EVENING STAR (☉☉) carries DOUBLE the number of WANT Ads of any other paper in Washington, and more than all of the other papers combined.

MAKE COMPARISON ANY DAY.

## GEORGIA.

THE Atlanta JOURNAL carries three times as many Wants as its chief competitor.

THE Augusta CHRONICLE is the want advertising medium for the western half of South Carolina and the eastern half of Georgia.

## ILLINOIS.

THE ROCK ISLAND ARGUS is the recognized Want Ad Medium in its field. Advertisers always get returns.

THE AUBURN DAILY NEWS runs twice to three times as many want ads as any other paper in Kane County, population 30,000.

THE Chicago DAILY NEWS is the city's "Want ad" directory. It published during the year 1903 10,781 columns of "classified" advertising, consisting of 531,536 individual advertisements. Of these 265,556 were transmitted to the DAILY NEWS office by telephone. No free Want ads are published. THE DAILY NEWS rigidly excludes all objectionable advertisements. "Nearly everybody who reads the English language in, around or about Chicago, reads the DAILY NEWS," says the Post Office Review.

## INDIANA.

TERRE HAUTE STAR carries more Want ads than all other Terre Haute dailies.

THE MARION LEADER prints more paid classified ads in six days a week than all other Marion papers combined.

MUNCIE STAR carries more Want ads than any other Indiana morning newspaper, with the exception of the Indianapolis STAR.

INDIANAPOLIS STAR since January first has more than doubled the volume of its Classified advertising. On Sunday, April 10, the STAR carried more than two full pages of Want Ads.

THE Indianapolis News in 1903 printed 135,294 more classified advertisements than all other dailies of Indianapolis combined, and printed a total of 364,133 separate and distinct paid Want advertisements.

## IOWA.

THE Des Moines CAPITAL guarantees the largest circulation in the city of Des Moines of any daily newspaper. It is one of the want ad mediums of Iowa. Rate, one cent a word. By the month, \$1 per line. It is published six evenings a week. Saturday the big day.

THE SENTINEL, Shenandoah, Iowa, published each Monday, Wednesday and Friday, with its forty-two hundred circulation, is the Want ad medium of Southwestern Iowa. Its readers are prosperous farmers. It runs five times the Want ads of any other paper within fifty miles. One cent a word.

## KENTUCKY.

THE Owensboro DAILY INQUIRER carries more Want ads every week than any other Owensboro newspaper carries in any month. Eighteen words one week, 25c.

## MARYLAND.

THE Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad medium of Baltimore.

## MASSACHUSETTS.

THE Brockton (Mass.) DAILY ENTERPRISE carries more than a solid page of "Want" ads—30 words 5 days, 25c. Copy mailed free.

THE Boston GLOBE, daily and Sunday, carries more Want ads than any other paper in New England because it brings results to the advertiser. A trial convinces.

THE BOSTON EVENING TRANSCRIPT is the leading educational medium in New England. It prints more advertisements of schools and instructors than all other Boston dailies combined.

THE increase in want ads made by the Boston HERALD for the month of June aggregated 113% columns. This, like the May increase of 144% columns, represents a steady growth of 2%.

## MINNESOTA.

THE ST. PAUL DISPATCH is the leading "Want" medium in the Northwest, read and relied upon by everybody in its city and territory; more paid circulation than the other St. Paul dailies combined; brings replies at smallest cost. Circulation 1903—53,044; now 57,523.

FIGURES that prove that The Minneapolis JOURNAL carries the most "Want Ads" of any daily newspaper in the Northwest:

	Journal.	Nearest Daily Competitor.
Year 1903	2,980 cols.	1,960 cols.
Six mos. 1904.	1,753	1,027

THE MINNEAPOLIS TRIBUNE is the recognized Want ad medium of Minneapolis and has been for many years. It is the oldest Minneapolis daily and has over 30,000 subscribers, which is more than 20,000 each day over and above any other Minneapolis daily. Its evening edition alone has a larger circulation in Minneapolis than any other evening paper. It publishes over 80 columns of Want advertisements every week at full price, no free ads; price covers both morning and evening issues. No other Minneapolis daily carries anywhere near the number of Wanted advertisements or the amount in volume.



MISSOURI.

**THE Joplin Globe** is the leading daily in the Missouri-Kansas Lead and Zinc Mining district. Circulation over 11,000. A page of Want ads. Send for sample copy.

**THE KANSAS CITY TIMES** (morning), **The Kansas City Star** (evening) carry all of Kansas City's "Wants." **The Kansas City Sunday Star** prints over eight pages of paid Wants every Sunday. The reason—because everybody in Kansas City reads the **Times** and the **Star**.

**THE Kansas City Journal** (every morning including Sunday), one of the recognized Want ad mediums of the United States; 11 to 35 columns paid Wants Sunday; 7 to 10 columns daily. Rate, 5 cents a nonpareil line.

NEBRASKA.

**The Lincoln Daily Star**, the best "Want Ad" medium at Nebraska's capital. Guaranteed circulation exceeds 12,000 daily. Rates, 1 cent per word. Special Saturday rate, 15 words only, 3 times, 15 cents, cash. **DAILY STAR**, Lincoln, Neb.

NEW JERSEY.

**ELIZABETH DAILY JOURNAL** is the only want ad medium in Elizabeth. Home paper; covers Union county. Largest circulation. Most advertising.

NEW YORK.

**THE POST-EXPRESS** is the best afternoon Want ad-medium in Rochester.

**BROOKLYN DAILY EAGLE**, New York City. The great want and classified advertising medium in Greater New York. Carries more summer resort advertising than any other paper in the United States.

**THE TIMES-UNION**, of Albany, New York. Better medium for wants and other classified matter than any other paper in Albany, and guarantees a circulation greater than all other daily papers in that city.

**EVENING JOURNAL**, Albany, N. Y., covers the field of Eastern New York for want or classified advertising.

IT DOES NOT PAD ITS COLUMNS WITH FAKE ADVERTISEMENTS TO MAKE BIG SHOW.

**IN** New York City the **STAATS ZEITUNG** (©) is the leading German daily, carrying the largest amount of Want advertisements. It reaches the great masses of intelligent Germans in and around the great American metropolis.

**PRINTERS' INK**, published weekly. The recognized and leading Want ad medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, adwriting, half-tone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, ten cents a line per line text; six words to a line. Sample copies, ten cents.

PENNSYLVANIA.

**THE Chester, Pa., Times** carries from two to five times more classified ads than any other paper.

**PHILADELPHIA, THE EVENING BULLETIN**—Want ads in **THE BULLETIN** pay for a number of reasons. First, in Philadelphia nearly everybody reads **THE BULLETIN**. Second, **THE BULLETIN** has by many thousands the largest city circulation of any Philadelphia newspaper. (See Roll of Honor col.) Third, **THE BULLETIN** goes daily into more Philadelphia homes than any other medium. Fourth, **THE BULLETIN** will not print in its classified columns advertisements of a misleading or doubtful nature, those that carry stamp or coin clauses, nor those that do not offer legitimate employment.

OHIO.

**DAYTON (O.) News** always leads in Want ads. One cent per word per insertion. Largest circulation.

**THE Dayton, O., Herald** has the call for classified advertisements in Dayton. It's the home paper and gives results.

**DURING** the month of April, 1904, the **Dayton, O., News** carried 26% more want advertising than its nearest competitor, regardless of its price being twice that of its nearest competitor. The **News** has just established 36 branch stations in representative parts of the city, and its Want columns will be better than ever.

**THE MANFIELD News** publishes daily more Want ads than any other 20,000 population newspaper; 30 words or less 3 consecutive times or less, 25c.; one cent per each additional word.

OKLAHOMA.

**THE OKLAHOMAN**, Okla. City, 7,000. Publishes more Wants than any four Okla. competitors.

VIRGINIA.

**THE TIMES-DISPATCH** carries more Want ads, both help and general, than any other paper published in Richmond, because it is the home paper of Richmond and Virginia, and reaches the class that give results. Want ads, May, 4, 1911; June 4, 25c.

**THE NEWS LEADER**, published every afternoon except Sunday, Richmond, Va. Largest circulation by long odds (37,414 aver. 1 year) and the recognized want advertisement medium in Virginia. Classified advts., one cent a word per insertion, cash in advance; no advertisement counted as less than 35 words; no display.

WISCONSIN.

**JANESVILLE GAZETTE**, daily and weekly, reaches 6,500 subscribers in the million dollar Wisconsin tobacco belt, the richest section of the Northwest. Rates: Want Ads—daily, 3 lines 3 times, 25c.; weekly, 5c. line. Big results from little talk.

BRITISH COLUMBIA.

**THE Victoria COLONIST** covers the entire province of British Columbia (branch office in Vancouver). More "WANT" ads appear in the **Sunday COLONIST** than in any other paper west of Winnipeg. One cent a word each issue. Sample copies free.

CANADA.

**LA PRESSE**, Montreal. Largest daily circulation in Canada. (Daily \$0.000, Saturdays 100,000.) Carries more want ads than any French newspaper in the world.

**THE DAILY TELEGRAPH**, St. John, N. B., is the want ad medium of the maritime provinces. Largest circulation and most up-to-date paper of Eastern Canada. Want ads one cent a word. Minimum charge 25 cents.

**THE Toronto DAILY Star** is necessary to an advertiser who wants to cover the Toronto field. Carries more local general advertising than any other Toronto paper. Sworn daily average circulation, May, 1904, 30,670.

**THE Montreal DAILY Star** carries more Want advertisements than all other Montreal dailies combined. **THE FAMILY HERALD** AND **WEEKLY STAR** carries more Want advertisements than any other weekly paper in Canada.

**THE Winnipeg FREE PRESS** carries more "Want" advertisements than any other daily paper in Canada and more advertisements of this nature than are contained in all the other daily papers published in the Canadian North west combined. Moreover, the **FREE PRESS** carries a larger volume of general advertising than any other daily paper in the Dominion. Number of paid "Want ads" published in April, 1904; in May, 20,150.

**ADVERTISERS** are not covering the best Canadian district—Toronto—unless they use the **EVENING TELEGRAM**; 31,536 daily average circulation for 6 months and circulation concentrated in the home field. More readers, locally, than any other two papers combined, morning or evening. Rates, 5c. per line on \$5.00 line contracts; 5c. per line on 10.00 line contracts. Rate cards and tips on the local conditions for the asking. J. ROSS ROBERTSON, Publisher, Toronto.

**THE Toronto EVENING TELEGRAM**, charging 1c. per word each insertion, except for special contract advertising, carried 37,125 individual classified ads during the month of June and received 15,292 "box letters." This is the largest count of any Canadian newspaper, though most of them allow 6 insertions for the price of 1, and some of them 3 insertions for the price of 1. If the "Want ad" patronage is an indication of the value of an advertising medium, there can be no question about the **EVENING TELEGRAM**, of Toronto. It has more readers, locally, than any other two papers combined, morning or evening. Rates, 5c. per line on 30.00 line contracts; 5c. per line on 10.00 line contracts. Daily average circulation for six months to June 1st, 31,536.



## PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Subscription price, five dollars a year, in advance. Ten cents a copy. Six dollars a hundred.

### ADVERTISING RATES:

Classified advertisements, Advertising Agents and Want Ad Mediums, set in pearl, beginning with a two-line initial letter, but containing no other type larger than pearl, 10 cents a line, \$30 a page.

Displayed advertisements 30 cents a line, pearl measure, 15 lines to the inch (\$3); 200 lines to the page (\$60).

For preferred position (if granted), 25 per cent additional.

For position (full page) first on first or last on last cover, double price.

For inside of cover pages or first advertisement on a right-hand page (full pages) or for the central double pages printed across the centre margin, 50 per cent additional.

On time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by the month, quarter or year may be discontinued at the pleasure of the advertiser, and space used paid for *pro rata*.

Two lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

Advertisers to the amount of \$10 are entitled to a free subscription for one year.

CHARLES J. JINGG,  
Publisher,

Business Manager and Managing Editor.

OFFICES: NO. 10 SPRUCE ST.

London Agent, F.W. SEARS, 50-52 Ludgate Hill, E.C.

NEW YORK, JULY 20, 1904.

### AVOID TECHNICALITY.

Now and then we see the cards or personal advertisements of business translators, men of linguistic accomplishments who earn their daily bread by putting into German, Spanish, Italian, Bohemian or what not the advertising or correspondence of business houses. Another kind of business translator is needed to-day, the man who can translate advertising matter from technical jargon and wearisome iteration of detail into clear, bright entertaining, instructive English, that the uninitiated reader can understand. There is a bright future before the advertisement writer who knows how to talk shop interestingly.

There is room for him in the retail store. He can make a palpable hit by translating the average department manager's wearisome minutiae about tucks, ruffles, hem-stitching and insertions into a bright, crisp, breezy narration that shall hit off a garment's most salient style-features and make a woman want to get one "just like the ad tells about."

There is room for him in the field of machinery advertising.

Here he must be able quickly to grasp those essential things which the prospective purchaser needs to know, and to tell about these in a direct, forceful, interesting way. He must infuse life and human interest into the dry bones of sprockets and gearing, ohms and amperes, drive wheels and suction. Must render for the technical descriptions that are all Greek to most people, an English equivalent that shall be terse, truthful and convincing.

Few machinery catalogues and booklets are really intelligible to the people whom they aim to reach.

It takes brain to simplify them—the work of business translation is no holiday task, but the man who has the brain to do it, will find himself in high demand.

In medical advertising too there is urgent need for "less learning and more sense." The men who are making the greatest successes in the medical fields to-day are the ones who talk about disease and its cure in everyday language, not in terms borrowed from learned medical treatises.

They don't say that a remedy is prophylactic, deodorant, detergent, analgesic and anti-zymotic, but that "It kills germs."

Even in the backwoods the medical literature that is made up of lengthy technical descriptions no longer impresses—people want to know what ails them and why. And the proprietary medicine man who tells them this in a way that is simple and clear as the news from Jayhawk Station, is going to do business.

The late Herbert Spencer defined evolution as "a change from an indefinite, incoherent homogeneity to a definite, coherent heterogeneity, through continuous differentiations and integrations." Such loft language may be all right for a philosopher speaking to a highly cultured audience, but for the modern advertising man it is as out-of-place as it would be for a clerk to wear knee breeches, and a powdered periwig while waiting on customers in a grocery store.

THE Muscatine, Ia., *Journal* occupied its handsomely equipped new home on July 5. The *Journal* is a member of the Roll of Honor.

MAKERS of advertising novelties are requested to communicate with the Commercial Press Union, 30 Spring Gardens, Manchester, Eng. They wish to receive samples and prices based on cash purchases.

THE *Workers' Magazine* is a new supplement issued with the Chicago *Sunday Tribune*. The intention is to publish each week articles from the pens of successful men and women in various lines of industry; helpful hints gleaned from personal experience; live topics for people who work. The magazine will be of interest to those who have achieved success as well as an encouragement to those striving for it.

AN interesting side issue of the National Cash Register factory, Dayton, O., is *Woman's Welfare*, a quarterly magazine in colors that advocates better working conditions for women in offices and factories. Copies of each issue are sent to representative employers, ministers, educators, politicians and editors, in the belief that these five classes most influence the conditions the paper aims to better.

If a reader doesn't know something about Empson's canned peas—and something about the "other kind" too—after finishing the booklet sent out by the Empson Canning Co., Longmont, Col., it is certainly not the fault of the man who wrote it. This brochure tells how the peas put up under the Empson label are grown at high altitude, describes the care with which they are packed, the pains taken to have them sound and pure, and the details of packing usually omitted by less conscientious canners. As a piece of literature for consumers it is eminently convincing, and shows the results that may be attained by going into particulars regarding articles that everybody is supposed to know all about.

THE June issue of the *Woman's Herald for Men* published by Mr. Thomas Balmer is a special issue:

It is devoted to the interests of the *Delineator*—itself a monument of successful advertising—the *Designer* and the *New Idea Woman's Magazine*—the famous Butterick Trio.

It analyzes the Butterick Idea—that of "giving a man his money's worth"—outlines the policy of the advertising department, with illustrations of its different offices, presents some of the practical results of that policy, and contains biographical sketches, with portraits, of the men who put this policy into effect.

It bears the stamp of Mr. Balmer all over and it is chiefly devoted to biographical sketches of the men who carry out the Butterick ideas. The issue is creditable and interesting and Mr. Balmer's dead earnestness—the strongest factor in his wonderful make-up—permeates the whole number.

#### MAGAZINE CLASSIFICATION.

It is hard to tell sometimes, but it is interesting to try in what way magazine readers are classified.

Not long ago I talked with a news-dealer who had settled this matter of classifying magazines to his own satisfaction. He is a very intelligent man and handles the biggest railway newsstand in Cleveland.

"Why," he said, "I can pretty nearly tell what kind of magazine any man will buy before he asks for it. Now that man," pointing to a man who had just departed with a copy of the *Popular Magazine*—"there is no use trying to make him buy *Leslie's Magazine* or *Scribner's* or *McClure's*; he just buys that *Popular Magazine* or else *Ainslee's* or *Argosy*, and I can't sell him anything else. The man who comes for your magazine—I can sell him *Scribner's*, too, or *McClure's*, and sometimes the *Century*, and the people who come to buy *Scribner's* and the *Century* I know I can sell them *Leslie's* and *McClure's*, and that is the way it goes. There is no use trying to put one kind of magazine on the other kind of reader."

It seems to me that this dealer has more or less answered some questions that constantly come up.

It isn't so much a question of where a man went to school. It isn't so much a question of whether he has got money to spare. It is fundamentally a question of temperament and character. A man picks his magazine just as he picks his friends, because they are his kind.

If we believed that *Leslie's*, or, for that matter, any magazine, did not have a distinct personality and, therefore, a distinct constituency, we should not be putting our best life work into *Leslie's*. What would be the use when any other magazine would do as well?—*Frederic L. Colver* in *Leslie's Monthly Magazine* for August.

As a means of calling attention to its financial news service the *Evening Express*, Portland, Maine, issues a folder containing recent statements of the national banks in that city.

THE Atlantic Coast Lists, New York, comprises 1,450 local weeklies, and an average circulation of 600 copies per issue is claimed for each individual paper. The actual average for the first quarter of the present year, according to the publishers, was 701 copies, and the whole circulation is stated to be 1,000,000 copies weekly, representing 5,000,000 readers. With one electrotype an advertiser reaches this clientele at a cost of one-sixtieth of a cent per family per week.

A NEW department was opened by Gimbel Brothers, recently, which has already become exceedingly popular. It is called the Department of Comforts and is located on the main floor—by the Post-office. Here wraps and parcels are cleecked, postal and express rate estimates are made, and accurate information is given as to the best method of sending. No charge is made for any of this service. Parcels bought during the day's shopping—no matter where—are wrapped together and cared for. In the main waiting room—mezzanine floor—there are phones and desks, and many comforts, and a hospital nurse for those taken ill. A graduate nurse is in charge.

The chief executive officer of one of the largest financial institutions in this city called recently upon one of his subordinates for a schedule of the advertising that was being placed for the company through an agency. The list contained the titles of more than half-a-dozen publications that experienced advertisers and advertising agencies know to be of no value whatever. As the concern that was acting as an intermediary in placing the advertisements has been in business a number of years, it doubtless knew, any way it should have known, the absolutely worthless character of the mediums to which reference is made. As a matter of fact, many hundreds, yes, thousands of dollars had been handed over by the corporation that was seeking publicity to the publishers of papers that have next to no circulation or to those whose periodicals do not circulate among persons who could or would be attracted

by the advertisements under consideration. If the agency that was charged with placing the business was ignorant of the value and character of the mediums used, it was obviously culpably negligent in the discharge of its duties. On the other hand, the fact that the agency has been in business sufficiently long to determine the value of various publications and also the fact that the least valuable mediums, such as were conspicuous on the list mentioned, pay much larger commissions to advertising agents, arouse the suspicion that the list of papers used was made up with special reference to the agent's income in handling the business.

This episode, while not without precedent, is deserving of more than passing notice by those who annually spend thousands of dollars in their efforts to attract attention to their facilities for transacting banking or trust company business, to securities they desire to market, to the re-organization of corporations or to the re-adjustment of their capitalization. In too many cases the matter of publicity, once decided upon by those who have the actual business in hand, is left, as in the case cited, to some subordinate who knows little or nothing of the art or business of advertising, or who possibly cares less about it if the agency that secures the business from him makes it worth his while to favor it by handing over to him a substantial part of the commission that publishers allow to agencies for their services in obtaining, directing and concentrating business.

Transactions of this sort are manifestly dishonest, yet they are made every day in the week, and they are possible because the principals in the transaction underestimate the details of their efforts to reach the public. There is, without doubt, less of this sort of thing in commercial advertising than in some other lines, as manufacturers and merchants are constantly in the market for publicity and their profits are so small, as compared with those engaged in financial operations, that they figure as closely on their advertising as they do on the labor they employ and the goods they handle. As is well-known, some of the largest manufacturers and distributors of staple products employ men experienced in advertising to manage that part of their business, but bankers and financial institutions, except in the cases of some of the larger life insurance companies, do not require the services of such an expert.

There is, therefore, all the more reason why they should look carefully to the honesty and experience of those to whom they entrust the handling of their publicity. The honest agent will never advise a client to expend a dollar in a discredited or worthless publication. On the contrary it is a part of his business to see that his principal escapes all such pitfalls that are constantly being set for the inexperienced or credulous advertiser. It is easy enough to exhaust an advertising appropriation by distributing the money among first-class mediums. There are enough of them, and it is only by adhering to them that the best results can be obtained.—*The Wall Street Summary*, June 29, 1904.

IDEAS for advertisements may be found in divers places, but the least commendable source of inspiration is somebody else's advertising. Making ads out of ads is like writing books about books. The subject is served up to the reader thrice diluted, and the real story veiled behind rehashed pithless phrases.

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THE *American Bee Journal*, published weekly in Chicago, the oldest journal of its kind in the United States, was established in 1861. A booklet from the present publisher and editor, George W. York, tells the story of this publication in an interesting way and compares conditions among beekeepers of the sixties with those of to-day. The *American Bee Journal* is representative in its field, and commands the work of the best contributors among scientific and practical bee-men.

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ONE unique line of advertising that has attracted attention the past few years is that of the Plymouth Rock Squab Company, Boston. The little ads with a nest full of "squabs" for an illustration have appeared in the classified columns of Sunday papers in many cities, as well as in leading magazines. Elmer C. Rice is the proprietor of this concern, and the advertising is placed by the Humphrey agency, Boston. Details of the campaign were given in a recent issue of *Humphrey's Journal*. The company is only five years old. After assuring himself that there was money in the business of raising squabs Mr. Rice began with an ad in a New York Sunday paper. From this grew a business so great that the company is said to-day to be the largest shipper of live birds in the world. About eighty magazines and papers have been used, including poultry, farm and mail order publications. A fifty-cent book on pigeons and squabs has sold more than 40,000 copies, and Mr. Rice's squab farm, with 12,000 to 15,000 live birds constantly on hand, represents a business built up through advertising where nothing of the kind existed before.

THE ground covered by the Gimbel Store, in Philadelphia, ten years ago held one department store and many smaller stores. In all, the buildings on this ground gave employment to eleven hundred people. The Gimbel Store of to-day employs away above six thousand. A ten-year-old store—yet few stores anywhere are quite so large or so finely equipped. Visitors are safe at the Gimbel Store during the rush. There are 119 stairway exits; there are four outside brick fire towers, down the wide steps of which people could go safely if all the store were wrapped in flames. A fire chief, with a small regular corps and over six hundred trained volunteers, is on duty every minute—with fire fighting appliances of the best sort, and daily inspected. Electricians guard each floor, to stop any capers the lights might cut. Scores of officers keep pick-pockets busy saving their own bacon. The hospital nurse takes care of the suddenly-ill with skilled, prompt treatment. The great tube system with its seventy-two cashiers during the holidays was reinforced by a reserve that could be rushed to any point where delay might happen. Hundreds of tills and cash registers handed our quick change, wherever this service could be used.



KALAMAZOO EVENING TELEGRAPH'S NEW HOME.

THE complexion of Philadelphia as a morning paper town is rapidly changed by the *Bulletin* and the *Telegraph*.

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IN every business field there is an opportunity to build up profitable advertising and business on the shortcomings of others in that particular line. This is especially true of advertising, for no campaign is perfect, and even the most successful advertisers leave opportunities for a competitor who will improve their methods.

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THE *Northwestern Christian Advocate*, published weekly by the Methodist church at Chicago, makes a practice of sending out a large sample copy edition every fall. These papers are mailed not once, but for several weeks, and to heads of families who are not subscribers, names being furnished by ministers in the churches of this denomination. A. E. Dunn, advertising manager of *The Methodist* list, says that the sample copy issue this autumn will exceed 60,000 copies. Mailing begins in October.

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It is wrong to look upon readers of the religious papers as being in anywise different from those of the general magazines, says A. E. Dunn, advertising manager of *The Methodists*. The circulation of this list of papers, published by the Methodist church, is general circulation, and advertisers using space ought to make a general appeal. Mr. Dunn cites modern instances to show that Methodists are no different from other people. William J. Bryan, it is said, has just become affiliated with the Methodist church. Secretary of the Treasury Shaw is a Methodist, and has been a delegate to the general conference. John E. Andrus, Mayor of Yonkers and maker of Palm Oil Soap, is a Methodist, and so are James N. Gamble, of Procter & Gamble, Governor Mickey, of Nebraska, Governor Durbin, of Indiana, Governor Yates, of Illinois, Governor Bates of Massachusetts, and many others high in affairs.

THOMAS W. LAWSON's first article about the Copper Trust in *Everybody's Magazine* promised to explain the "trick by which the savings of the people, whether in national banks, savings banks, trust or insurance companies, are always at the absolute service and mercy of the votaries of frenzied finance." This statement has roused the savings banks. "It was only a promise," says the *Chicago Tribune*, "but it had marked results. Savings banks all over the country have made replies. These replies in display type have cost money. They have contained statements with regard to the use made of deposits. They have told the public just where its investments are placed. The depositor has been taken into the confidence of the bank management. He has been shown, time and again, that out of a five per cent bond the bank has only a safe two per cent over the three per cent paid back to him. Lawson has promised to advertise the banks. Incidentally he has induced the banks to advertise themselves."

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#### PERSONAL RECOMMENDATIONS CANNOT BE DEPENDED UPON.

Statistics are not numerous from which advertising truths can be drawn. They are especially rare in lines of business where results are difficult to trace. Many merchants and manufacturers depend upon their customers and dealers to recommend their goods to others. That this must be a slow means of growth appears plain after consulting the tables shown in a leaflet published by the *American Machinist* on "Checking up Inquiries from Advertising." The checking sheet given as an illustration shows that while there were numerous inquiries from advertising there was no one single instance of an inquiry coming from the recommendation either of a consumer or dealer. Nothing can prove more conclusively that the manufacturer or merchant of to-day, who wants to increase his business, has got to do it by advertising, and not by leaving that part of his work to be done by others who are not interested in his business. Consumers and dealers are interested in their own business and not in that of the manufacturer or merchant. One seldom hears now that old chestnut that "the best advertisement is a satisfied customer." As a matter of fact the best advertisement is that one which reaches the greatest number of possible consumers, and nothing will do that so well as the printed page which the consumer is accustomed to read.—E. S. Dean, Adv. Mgr. *Evening Telegram*, Toronto.

**TRANSFER** of the Minneapolis *Times* from Robert B. Thurston and R. S. Goodfellow, who purchased it from W. E. Haskell and C. M. Palmer, Nov. 1, 1902, occurred July 1st. The purchaser was Alfred Dollenmayer, a Minneapolis newspaper man who has been connected with nearly all the papers there during the past ten years. The sale was effected by C. M. Palmer, Newspaper Broker, of 277 Broadway, New York.

ONE of *Success's* subscription canvassers, Dr. Carl Scharf, has taken 5,000 paid subscriptions in the past ten months without premiums or other baits. Another recently visited Philadelphia and secured 2,000 subscribers in a few weeks, 360 being in one office building. Before this he had secured 7,000 subscriptions in Baltimore. *Success* claims more paid subscribers than any other ten-cent magazine of general character.

A SERIES of trade journal ads recently printed by the Rand Drill Company, New York, shows a unique method of surrounding plain type argument with half-tone borders, made from bas-relief designs in clay. The argument, confined to one or two faces of body type, with plenty of white space, is distinguished for the presentation of practical points about the company's rock drills and air compressors. The advertising was designed by P. F. Kobbe, advertising manager of the Rand Drill Company.

#### METALLIC SIGNS.

SOUTH BEND, Ind., July 9, 1904.  
Editor of PRINTERS' INK:

We want something in the way of a metallic sign to attach to the frame of a bicycle. We fail to find the address of a firm making such signs in the columns of PRINTERS' INK.

Yours very truly,  
TRIBUNE PRINTING CO.

A TIMELY booklet from the Securities Advertising Agency, 44 Broad street, New York, gives compact statistics of past presidential elections, so presented as to furnish material for estimating results this fall.

THE Ad Club of Western New York was dined and feted by the Natural Food Company June 18, in that company's big plant at Niagara Falls, N. Y. Nearly a whole day was given to the affair, which included a trip down the Gorge and visits to the scenic and historic places around the Falls. The dinner, served at the great Shredded Wheat roof garden, was enlivened by music and vaudeville, and addresses were made by Joe Mitchell Chapple, of the *National Magazine*, A. M. Gunning, of the Gunning System, Herbert A. Myrick, of the Phelps Publishing Company, and others.

THE Cramer-Krasseit Co., 207-209 Grand Ave., Milwaukee, Wis., is an organization of 30 people who devote their time exclusively to advertising and its various details. The Cramer-Krasseit Company is operating along very conservative lines, accepting gilt-edge accounts only. Among their clients are the following: Julius Andrae & Sons; Armstrong Iron Co.; American Sign Co.; Leo Abraham & Co.; Atlas Bread Co.; Bradley & Metcalf Co.; Curtis-King Co.; Edgewood Farms, Pewaukee, Wis.; The Franklin Co.; Fischer & Bronenkant, Racine, Wis.; Frost Mfg. Co., Kenosha, Wis.; Fair Mfg. Co., Racine, Wis.; Wm. Grossman & Co.; Home Savings & Trust Co.; Hynne & Crosby Granite Co., La Crosse, Wis.; Johnson & Field Mfg. Co.; Racine, Wis.; A. C. Liepe; G. B. Lewis Co., Watertown, Wis.; Merkel Mfg. Co.; Layton Park, Milwaukee, Wis.; Milwaukee Bag Co.; Milwaukee Wood Preserving Co.; Nicolai & Pantke Co.; Northwestern Furniture Co.; Pilgrim Powder Co.; Racine Steel Spring Ex. Co.; Rich Shoe Co.; Rosenthal Corn Husker Co.; North Greenfield, Wis.; Dr. David Roberts, Waukesha, Wis.; Messrs. Ryan & Long, Appleton, Wis.; B. Stern & Sons; J. B. Thiery & Co.; Dr. W. Towns, Fond du Lac, Wis.; J. Thompson & Sons, Beloit, Wis.; Weinhold & Foster; Western Malleable & Grey Iron Mfg. Co.; O. F. Weber Co.

The Little Schoolmaster is now on sale  
at the booths of the Postal News Company  
at the World's Fair in St. Louis.



## DAILY NEWSPAPER INVESTIGATIONS.

## XVI.

## SALEM, MASS.

Sixteen miles north of Boston is the city of Salem, famed because of the witch-craft insanity of the Massachusetts colonists. While one of the oldest towns in the country, it is nevertheless a thriving trade center, and the home of large manufacturing interests. Around Salem are smaller villages and cities such as Beverly, Peabody, Danvers, Ipswich, which Salem merchants look to for a large share of trade. The city's population is about 36,000 and the outlying territory contains as many people, or more. There are two daily papers published, the *Evening News*, and the *Gazette*, both afternoon papers.

I asked the clerk at the hotel about the local papers and he replied "There's only one that is worth anything and that is the *News*." In the stationery store of F. O. Sanborn I asked the young lady behind the counter if there was more than one daily published in Salem, and she said, "No, just the *News*." In a drug store near by the clerk said that the *News* was the only daily published in the city. To lead him on I asked him if there had not been another at one time, and he replied in the negative. And the *Salem Gazette* was established in 1768, and has been issued ever since, not two blocks away from that drug store!

The starter of the street cars at the principal business corner had heard of the *Gazette*, but said the *News* is the leading paper. In the store of William S. Lee was another resident of Salem who told me that there is but one paper published in the city—the *News*. A newsdealer on the principal street offered me a copy of the *News* when I asked for the *Gazette*, and asserted that the "*Gazette* don't amount to anything."

Day & Hoyt, clothiers, prefer the *News* for advertising. The man I talked with considered it the best paper in the northeast part of Massachusetts, and said that everybody read it.

Almy, Bigelow & Washburn have the largest department store in Salem. Mr. Dana, the advertiser, was not in, but an elderly clerk said the *News* brings far better returns than the *Gazette*.

Mr. Waite, advertiser for Wm. G. Webber Co., the next largest store in town, uses both papers. He changes his advertisement every day, and has had ample opportunity, he stated, to test the papers. The *News* brings all of the out-of-town trade that is traceable to any paper, and the greater part of the city custom. Mr. Waite believes the *Gazette's* circulation is about one-tenth as large as the *News*.

Every advertiser whom I saw think as those do whom I have already mentioned, and it would seem that Salem comes near being a one-newspaper town.

The publisher of the *Gazette* stated, if he were to swear to his circulation, he would take his oath that he printed one hundred copies, and not a single one more would he swear to. He doesn't believe in sworn circulation. He never

claimed as high as 4,000 circulation, so the "H" rating accorded the *Gazette* in the American Newspaper Directory, meaning 2,250 or more, is fair. But he didn't see fit to tell me how many more than 2,250 are printed.

Mr. Damon, manager of the *News*, was out of the city while I was in Salem. I regretted this, as a publisher in a nearby city had told me that Mr. Damon is, he believes, the best newspaper manager he knows of anywhere. The last circulation statement sent to Rowell's Newspaper Directory by the *News* was for a year ending with March, 1901, and the figures were 16,655. For 1902 the rating given the paper was "y E (OO)," which, being interpreted, means a circulation exceeding 12,500. The next higher rating would be 17,500, which the Directory editor believes the publishers have never claimed. The "y" symbol signifies that no recent circulation statement has been furnished from the office of the paper, and it is probable that the last circulation rating accorded to it may be higher than a new statement would warrant.

The young man in charge at the *News* office stated that the circulation is at present about 17,600 copies daily, though the average for a year would probably fall below 17,500 and consequently the "E" rating is fair. About 7,800 is city circulation; 7,200 goes to the towns of Beverly, Danvers, Peabody and Ipswich; and the balance to smaller towns. Over thirty towns and villages around Salem receive the *News*. There are three editions daily, the first of which is on the street about noon. There are swarms of newsboys, and about everybody, man and woman alike, seemed to me to buy the paper. The second edition goes to outside readers, and the third is for a regular house-to-house distribution.

In regard to Boston papers, a dealer told me that the *Post* leads the morning papers in sales, with the *Herald* next, he believed. The *American* leads the afternoon papers, and the *Record* is second.

## MALDEN, MASS.

Malden is a city of 33,664 people according to the census figures of 1900, and its population is of a higher grade than is the case in the average factory town of Massachusetts. The people are practically all English speaking, and are an intelligent lot. The city is only five miles north of Boston, and is a center of suburban trolley lines. The principal industry is the manufacture of rubber boots and shoes. There are two four-page dailies, the *Evening News* and the *Evening Mail*. Both sell for one cent, yearly subscription \$3. Both very wisely devote their news columns entirely to local happenings, as they realize that Boston papers would be read for the telegraphic news even if the Malden papers had superior news service.

On the street the opinion was unanimous that the *News* has the larger circulation in Malden. There was not a single dissenting voice. One newsdealer said "the *News* is it,"—with emphasis on the "it." He believed the *Herald* is read in more Malden homes than any other Boston paper, with the *Globe*



second. The *Post, American*, and *Traveler* followed, he thought, in the order named.

The largest store in Malden believed it can secure better results by a liberal distribution of handbills than by depending upon the newspapers for advertising. The store depends upon outlying towns for much of its trade, and doesn't believe either paper goes outside of Malden to any extent. Of the two papers the *News* is preferred. Another large store advertises more liberally, and likewise prefers the *News*. The *Mail* is the older paper and carries some weight on that account, but about everybody thought the *News* the better medium.

Mr. Frank A. Bayrd, the business manager of the *News*, says that when any advertiser inquires about circulation, he gives the figures, and asks the inquirer to go to the newsdealers, and merchants, and newsboys, for further information. He is pretty sure of the opinion Malden people have of his paper. The average circulation for last year was 4,767 copies daily, as given in the 1904 American Newspaper Directory. From the figures shown me for 1904, thus far, I gathered that this year's average will be 5,000 or more. Mr. Bayrd stated that there is no sale to speak of out of the city, though he is thinking of broadening the scope, adding extra pages, and including news of nearby towns, such as Everett, which have no paper of their own.

No one was in the *Mail* office to talk circulation. The rating given the paper is "J," meaning over 1,000 copies. The next higher rating would signify 2,250 copies or over, and I hardly think the *Mail* could claim this, from what I learned while in Malden.

The *News* is a good medium, goes into, and reaches a majority of the homes of the city.

#### MARLBORO, MASS.

In spite of the fact that Marlboro is off the direct line of all the railroads, it is a thriving little city of 14,000. The New York, New Haven and Hartford sends a branch road into the city, and there is a trolley line to South Framingham. Boston is 32 miles to the east and Worcester is less than half that distance to the southwest. The one industry of any size is the manufacture of boots and shoes, and just now this business is rather slack. The daily papers are the *Enterprise* and the *News*, both published in the afternoon.

At a newsstand I was informed that the *Enterprise* is the leading paper of Marlboro, in fact this dealer doesn't sell the *News*. I asked if the Worcester *Telegram* would not be a better proposition for an advertiser, so far as Marlboro is concerned than any Boston paper, and received a negative reply. While the *Telegram* comes into Marlboro fairly well, it was believed that the Boston *American*, *Globe*, *Herald* and *Post* beat it. Later, a newsboy informed me that he sells more *Globes* than any other Boston paper.

A drug store clerk sent me to the *Enterprise* office when I asked for the leading paper, and a trolley car conductor sitting on a bench in Monument

Square likewise believed the *Enterprise* to be in the lead. Advertisers, as a rule, considered the *Enterprise* the better proposition, partly because of the fact that it has been in the field nearly fifteen years, while the *News* only dates back to 1902.

Mr. Wilder, the manager of the *Enterprise*, was not in the office when I called. I told the gentleman in charge that I represented PRINTERS' INK, and stated that I was satisfied the "JKL" rating accorded the *Enterprise* in the American Newspaper Directory is too low. He made some rather uncomplimentary remarks about the Directory, which he straightway retracted when he learned that the same firm which publishes PRINTERS' INK also issues the Directory. Twenty-three hundred copies of the *Enterprise* are printed every night, he said, of which 2,100 remain in Marlboro, and about 200 go to Hudson, a village of upwards of 5,000 people, five miles away. The circulation can't be increased any, because it has been tried. About everybody takes the paper now.

At the office of the *News* I was told that the manager would not be in till evening, and I didn't stay in the city to see him. A higher rating than "JKL" would hardly be warranted, I believe, from my investigations in Marlboro.

#### MILFORD, MASS.

The census of 1900 gave Milford a population of 11,376, and it is estimated that it may have passed the 12,000 mark by this time. The village of Hopedale is just over the line—in fact it was formerly part of Milford—and has 2,500 inhabitants. There are, in addition, several smaller communities around the city which depend upon it as a trading center to a greater or less extent. Boston is 33 miles to the northeast. The granite quarries furnish employment to many men, and the other large industry is the manufacture of cotton-mill machinery. Boots and shoes, straw and cotton goods, are minor manufactures. The *News* and the *Journal* are the daily papers, both published in the evening.

The clerk in the Mansion House didn't think there is much difference in the circulation of the papers, so far as he can judge. At the Postoffice the clerk stood loyally by the *Journal*. The proprietor of the *Journal* is postmaster. A cigar manufacturer informed me that the *News* is in the lead. A newsdealer said that the *News* undoubtedly has a larger circulation, but that the *Journal* has a better class of patrons. My further investigations all pointed to the newsdealer's statement as being correct. Some advertisers preferred the *News* because it has a larger circulation, and a fewer number the *Journal* because of the quality of the readers. Mr. C. F. Lyford, superintendent of the Geo. P. Walcott dry goods store, the largest establishment of the kind in Milford, may be taken as the representative of the former class, which prefers the *News*. He says the local papers are depended on for all of his advertising. No trading stamps, no car advertising, no handbills—straight newspaper advertising alone. The *News* he considers the best

medium, though he advertises in the *Journal* as well.

Mr. Cook, proprietor of the *Journal* has been with the paper since its establishment. He doesn't keep a daily account of the papers printed. The number never goes under 1,900, and never over 2,100, he said, and his statement must be believed by anyone who talks with him. The paper is printed on a Cottrell press, and is set by hand. The plant is a new one, and gives evidence of prosperity. Mr. Cook thinks his paper reaches a high grade of readers, as it undoubtedly does, both in Milford and the towns round about.

At the *News* office the lady in charge said that the editor was out of town, and that the manager and managing editor were not in. The *News'* circulation is undoubtedly larger than that of the *Journal*.

Neither paper furnishes the American Newspaper Directory with a circulation statement that can be called definite or satisfactory. The *Journal* has a "JKL" and the *News* an "I" rating, in the book. Explained to mean that the former is not believed to print so many as 1,000 copies regularly, while the other exceeds that figure. The investigation made on the spot indicates that a detailed statement might show the *News* entitled to an "H" rating, meaning exceeding 2,250 and the *Journal* to fall somewhat short of that, but still entitled to the "I" rating.

The *News* and the *Journal* do not duplicate one another. For the working people, and the middle classes, the *News* is the better medium, but for the higher grade of readers, with more money to spend, the *Journal* should be chosen.

The Worcester Telegram enters Milford, but the Boston American, Globe, Herald and Post lead the out-of-town papers, in the order named.

#### WALTHAM, MASS.

There are three cities in the country which make about all of the watches for the entire land, and Waltham is one of them. It is only nine miles from Boston, and has a population estimated at about 25,000. The Fitchburg line, and Boston and Maine furnish railroad facilities. Three daily papers are issued—the *Free Press-Tribune*, *Times* and *News*, all evening papers of four pages, sold at \$3 a year. Boston is too near for Waltham to be a very flourishing newspaper town, and besides a very large number of its inhabitants are men from outside—notably the Canadian provinces—who are employed in the watch factories and have no interest in Waltham affairs. These men do not bring their families with them, but reside in large boarding houses. The homes of the city may all be reached by a smaller newspaper circulation than is generally the case in a city of 25,000 people.

A druggist told me, when I first arrived in Waltham that the *News* probably has the largest circulation in the city. I thought, however, that he was giving more attention to a circus parade that was passing than he was to my query, so I waited until the excitement

had subsided somewhat before continuing my investigations. It may be worthy of mention that after the parade had gone nobody told me that he believed the *News* is on top in Waltham. In a bakery the proprietor thought the *Times* is the influential paper. In the Post-office a clerk didn't think there was much difference. None of them had 3,000 circulation, he said, even though they might claim it. A barber, in speaking of the papers, only mentioned two, the *Tribune* and the *Times*, and of these he believed the former leads. Two newsdealers said the *Tribune* has the largest circulation, and a third considered it "hard to tell." A policeman asserted that the *Tribune* is most reliable, and reaches a better class of people than the other papers.

Advertisers very generally believe the *Free Press-Tribune* is the best paper for their needs. The larger advertisers appeared to be quite sure of this, even though they use two, or even all three of the papers. The *Times* is believed to go into the working families of the city to a greater extent than either of the other papers.

At the *Times* office I saw Mr. David Phillips, managing editor. When I told him that the publishers of the American Newspaper Directory had never received a circulation statement from the *Times*, and according to it a "JKL" rating (meaning less than 1,000 copies), he said that the circulation claimed for the paper varied from 2,000 to 4,000, "according to circumstances." On account of the peculiar conditions in Waltham he believes that a paper can cover the city thoroughly with 2,500, and he was frank to say that the *Times* does not circulate that number. I believe, however, that the paper is printing over a thousand copies daily. It is the aggressive paper of Waltham, and within a few years ought to have more power than it possesses now.

Mr. Eaton, manager of the *News*, was operating a linotype machine when I called. The circulation figures, set forth on the editorial page are 3,250 and Mr. Eaton stated that these are correct, though he expects to increase them during the coming year. I told him that he probably had a complaint to make about the "I" rating (meaning over 1,000 copies) in the 1904 American Newspaper Directory, but he replied, "No—that will do." And frankly, I agree with him, as it is evident that the *News* cannot prove an average circulation which would entitle it to an "H" rating, meaning over 2,250 copies.

The manager of the *Free Press-Tribune* was out of town, the young lady in the office said. Outside I learned from two or three sources that a circulation of 3,700 copies or so is claimed for the *Tribune*, which, I believe, is excessive. However, the *Tribune*, is the most influential paper in Waltham, and should be chosen by an advertiser who wishes to enter that field. Of Boston papers the *Globe* leads in sales, excepting the *American*, and I should place the *Herald* next.

A MAILING card on wood, adapted to retailing uses, is a novelty supplied by the Burton Printery, Madison, N. Y.

"QUALITY" is a booklet from the Schenectady Gazette in which that paper's policy of selling a newspaper on its merits, without circulation schemes, is emphasized. The argument is good, and the typographical dress more than tasteful in its quiet simplicity.

An intelligently written little history of asphalt has been made the basis for some technical arguments demonstrating the durability, economy, etc., of asphalt roof and machinery coatings, made by the Elliott Varnish Co., Chicago.

### Classified Advertisements.

Advertisements under this head two lines or more without display, 10 cents a line. Must be handed in one week in advance.

#### WANTS.

**WANTED**—Address of F. Ernest Wallace, ad-man. "W. R." Printers' Ink.

**WANTED**—One or more good staple articles or novelties for mail-order business. HOWARD P. DIMON, Traymore, Atlantic City.

**MORE** than 244,000 copies of the morning edition of the *World* are sold in Greater New York every day. Beats any two other papers.

**FERNALD'S NEWSPAPERMEN'S EXCHANGE**, established 1898, represents competent workers in all departments. Send for booklet. 368 Main St., Springfield, Mass.

**WANTED**—A complete stereotyping outfit for a Potter press; must be in good condition and cheap for cash. Address W. H. PORTER-FIELD, Room 53 Tribune Building, New York.

**FIRST-CLASS** advertiser desires position with good Boston house—dry goods, clothing or manufacturing concern. Original and competent. Address "A. W.," care of Printers' Ink.

**SITUATION** by young man now employed as assistant manager and advertising man; thoroughly competent to manage paper or any of its departments; highest reference. Address "K. E. H.," Printers' Ink.

**THE** attention of ambitious advertisement writers is directed to the offer in this issue, under heading "Advertisement Constructors," wherein five hundred and sixty dollars is offered for the preparation of six advertisements.

**WANTED**—A case of bad health that RIFANS TABULES will not benefit. A hundred millions of the Tabules have been sold in a single year, and a package containing ten can be bought at any drug store for five cents.

**CANVASSERS** wanted for subscribers for a leading and long-established New York religious family weekly. Unusually liberal commission will be paid. Can work in your own neighborhood. Address, with references, JOHN W. FRITCHARD, 121 Tribune Building, New York.

**WANTED**—A manager for a Southern advertising agency. Will give right man with a little money an interest. Business is most promising, and an excellent opportunity for a young man with ability and energy to make good money. Address "ADVERTISING AGENCY," care of Printers' Ink.

**OVER** a dozen years in one position, a young man who knows something about advertising, circulation and the business end of the daily, wants to change and get with reliable paper. Have hustled in the past, am doing so now; yet I want to hustle for some one else in another field. Address "THOMPSON," care Printers' Ink.

**DOUBLE** your income by starting a MAIL ORDER BUSINESS. Why waste your spare time and energy when a small outlay starts a permanent, profitable mail order business in your own town? Successful NEW system. We furnish catalogue, stationery, advertising, and carry your stock. Popular line merchandise. Send stamp for catalogue and instructions. CHICAGO SPECIALTY CO. (Est. 1885), Chicago.

**MAGAZINE and Newspaper Publishers:** Do you want a correspondent or business representative—one or both—in New York? Thorough experience on leading New York dailies. Address "BUSINESS," Printers' Ink.

**ADVERTISING** position desired by Powell graduate, also Technical graduate in mechanical engineering; trade journal preferred; experienced in machinery lines. Address "TECH.," care of Printers' Ink.

**YOUNG MEN and WOMEN** of ability who seek positions as adwriters and ad managers should use the classified columns of **PRINTERS' INK**, the business journal for advertisers, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 10 cents per line, six words to the line. **PRINTERS' INK** is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

**WANTED**—Clerks and others with common school education only, who wish to qualify for ready positions at \$25 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$5,000 place, another \$3,000, and any number earn \$1,500. The best clothing ad writer in New York owes his success within a few months to my teachings. Demand exceeds supply. **GEORGE H. POWELL**, Advertising and Business Expert. 82 Temple Court, New York.

**ARE YOU SATISFIED** with your present position or salary? If not, write nearest office for booklet. We have openings for managers, secretaries, advertising men, newspaper men, salesmen, etc. Technical, clerical and executive men of all kinds. High grade exclusively.

**HAPGOODS (INC.)**, Suite 511, 39 Broadway, New York.  
Suite 315, Pennsylvania Bldg., Phila.  
Suite 529, Monadnock Bldg., Chicago.  
Suite 1336, Williamson Bldg., Cleveland.  
Pioneer Bldg., Seattle.

#### PERIODICAL PUBLICITY.

**HARDWARE DEALERS' MAGAZINE**, Circulation 17,000 (©B). 253 Broadway, New York.

#### MAIL ORDER.

**LATEST** and best mail-order article. Sample for 10c. H. R. BROWN, 535 Fifth Avenue Southeast, Minneapolis, Minn.

**MAIL-ORDER MEN**—For \$50. silver and a stamped addressed envelope I will send you "That Clever Idea," which sold for \$5. Address **NED F. HOLMES**, Lexington, Neb.

**SEND 10c.** for 12 numbers of **THE BUSINESS ARENA**. It's brimful of money-making ideas for hustling advertisers and mail-order men—tips, inside tips, that produce business. And in its columns subscribers will be given free advice, suggestions and criticisms as to their plans and literature. While they last, three back numbers with each year's subscription. **THE BUSINESS ARENA**, 129 Haverhill Street, Lawrence, Mass.

#### ADVERTISEMENTS WANTED.

**HARDWARE DEALERS' MAGAZINE**, Circulation 17,000 (©B). 253 Broadway, New York.

#### CEDAR CHESTS.

**MOTH-PROOF** Cedar Chests—Made of fragrant Southern red cedar and absolutely proof against moths. Prices low. Send for booklet. **PIEDMONT FURNITURE CO.**, Statesville, N. C.

#### PRINTING.

**LETTER** Headings, Superior Bond Paper, 10 lbs., black ink, printed, 5,000 at \$1.75; 10,000 at \$1.50; lithographed at \$3.50 or \$2.90; printed, black and red, at \$2.30 or \$1.85. Deliver free, 100 miles. **KING**, 105 William St., New York.

## PAPER.

**B** BASSETT & SUTPHIN,  
45 Beekman St., New York City.  
Coated papers a specialty. Diamond B Perfect  
White for high-grade catalogues.

## INDEX CARDS.

**I**f you would save money on your index card  
supplies, buy direct from  
STANDARD INDEX CARD CO.,  
Rittenhouse Bldg., Phila.  
Mfrs. of Index Cards exclusively.

## MAILING MACHINES.

**T**HE DICK MATCHLESS MAILER, lightest and  
quickest. Price \$12. F. J. VALENTINE,  
Mfr., 178 Vermont St., Buffalo, N. Y.

## ADDRESSES FOR SALE.

**1,000** NAMES and addresses of Pa. teachers  
mostly country, for \$3c. postpaid.  
ALBERT SAUPE, 214 South 11th St., Reading, Pa.

**60,000** NAMES of Iowa farmers for sale  
by the Des Moines CAPITAL, Des  
Moines, Iowa. Names collected chiefly by Des  
Moines CAPITAL for use in soliciting subscribers  
by means of sample copies. \$1 a thousand.  
Names sent printed. Send for sample.

**3,500** PROSPEROUS Iowa Farmers, all  
taxpayers, names and correct ad-  
dress, under township headings, book form, just  
out. Prepaid \$6; remittance with order. Iowa  
farmers will harvest a record-breaking crop this  
year. JAMES E. DOWNING, Messenger Block,  
Fort Dodge, Iowa.

## HALF-TONES.

**W**E would like to estimate on your half tones  
either for the newspaper or other work.  
STANDARD ENGRAVING CO., 61 Ann St., New  
York.

**N**EWSPAPER HALF-TONES.  
2x3, 75c.; 3x3, \$1; 4x3, \$1.50.  
Delivered when cash accompanies the order.  
Send for samples.  
KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

## PROPRIETARY REMEDIES.

**T**HE BLUE GLASS INHALER. A new thing.  
For all those things for which an inhaler is  
good, this is the best that ever was. It is a germ  
destroyer and nose opener, a remedy for colds,  
tonsillitis, bronchitis, asthma, hay fever and  
every disease of the throat, nose or air passages.  
Better than a gargle for sore throat. Sold for 50  
cents. Sent by mail by the manufacturers on re-  
ceipt of price. Address THE RIFANS CHEMICAL  
COMPANY, No. 10 Spruce St., New York.

## CIRCULAR DISTRIBUTORS.

**W**ANTED circulars to distribute at the Big  
Laurel County Fair. Large attendance.  
New territory for advertisers. Work done in a  
systematic manner by competent distributors.  
Address E. A. CHILTON, Sec'y Laurel County  
Fair, London, Kentucky.

## CIGARS.

**T**HERE'S no style to Old-Fashioned Panatelas,  
but there is a lot of quality. Better than  
any 5-cent cigar—equal to many ten-centers.  
Send \$3 for 100, prepaid. You'll like them. If  
you don't we will refund your money.

FORD CIGAR CO.

20-22 Commercial Ave., Binghamton, N. Y.

## DECORATED TIN BOXES.

**T**HE appearance of a package oftentimes sells it.  
You cannot imagine how beautifully tin  
boxes can be decorated and how cheap they are,  
until you get our samples and quotations. Last  
year we made, among many other things, over  
ten million Cascade boxes and five million  
vaseline boxes and caps. Send for the tin desk  
reminder called "Do It Now." It is free; so are  
any samples you may desire to see.

AMERICAN STOPPER COMPANY,

11 Verona Street,

Brooklyn, New York  
The largest maker of Tin Boxes outside of the  
Trust.

## BOOKS.

**P**ATENTS THAT PROTECT—75 p. book mailed  
free. R. S. & A. B. LACEY, Patent and  
Trade-Mark Experts, Washington, D. C.

**M**R. NON-PRINTER ADVERTISING MAN—Ever  
feel the lack of technical printing knowl-  
edge? "Concerning Type" will put you wise.  
50c. postpaid. A. S. CARROLL, 167 W. 102d St., N.Y.

**C**ITY and Rural Mail Route Directory. A  
limited number of directories of the city of  
Goshen, Ind. (19,000 population), published 1903.  
Also contains the rural routes out of Goshen,  
3,112 rural names. This directory, while it lasts,  
for \$1.00 postpaid. Address  
McDOWELL & BOYLAN, Goshen, Ind.

## ADDRESSING MACHINES.

**A**DDRESSING MACHINES—No type used in  
the Wallace stencil addressing machine. A  
card index system of addressing used by the  
largest publishers throughout the country. Send  
for circulars. Addressing done at low rates.  
WALLACE & CO., 39 Murray St., New York; 510  
Pontiac Bldg., Chicago, Ill.

**T**HE STANDARD AUTO ADDRESSER is a high  
speed addressing machine, run by motor or  
foot power. System embodies card index idea.  
Prints visibly; perforated card used; errors im-  
possible; operation simple. Correspondence so-  
lited.

B. F. JOLINE & CO.,  
123 Liberty St., New York.

## PRINTERS.

**P**RINTERS. Write R. CARLETON, Omaha,  
Neb., for copyright lodge cut catalogue.

## PREMIUMS.

**W**RITE for information regarding our pre-  
mium and advertising clocks.  
BAIRD MFG. CO., 30 Michigan St., Chicago.

**L**YON & HEALY'S NEW PREMIUM CATALOG,  
now ready, contains musical instruments of  
all descriptions, including a special cheap  
talking machine; \$20,000 worth of our mandolins  
and guitars used in a single year by one firm  
premiums. Write for catalog. PREMIUM CLERK,  
Lyon & Healy, 199 Wabash Ave., Chicago.

**R**ELIABLE goods are trade builders. Thou-  
sands of suggestive premiums suitable for  
publishers and others from the foremost makers  
and wholesale dealers in jewelry and kindred  
lines. 500-page list price illustrated catalogue,  
published annually, 3rd issue now ready; free.  
S. F. MYERS CO., 42 W. 45-50 St. Maiden Lane, N. Y.

## SUPPLIES.

**W**. D. WILSON PRINTING INK CO., Limited,  
of 17 Spruce St., New York, sell more mag-  
nificent cut inks than any other ink house in the  
trade.

Special prices to cash buyers.

**S**END stamp for free sample of Bernard's  
Cold Water Paste. It is a dry powder, ready  
to use instantly by adding cold water. No waste,  
no odor. Very best for all purposes. BERNARD-  
HOLMES AGENCY, 46 North State St., Chicago.

**D**OXINE—A non-explosive, non-burning sub-  
stitute for lye and gasoline. Doxine re-  
tempers and improves the suction rollers. It  
will not rust metal or hurt the hands. Recom-  
mended by the best printers for cleaning and  
protection of half-tones. For sale by the trade  
and manufactured by the DOXO MAN'G CO.,  
Clinton, Ia.

## ADVERTISING NOVELTIES.

**"M**YSTIC WALLET"—the advertising nov-  
elty. Sample and prices, 30c. "Little  
Traveler" catalogue, 4c. THE HOLLIDAY NOV-  
ELTY ADVERTISING WORKS, Knox, Ind.

**R**ULERS, yardsticks, lead pencils with your  
ad on them are good trade boomers. My  
prices are lower than any house in the country.  
M. GILBERT, 2343 N. Duver St., Phila.

**A**DVERTISE your business with advertising  
novelties. Buy them direct. I make pencil  
holder, toothpick cases, nail file, in leather case.  
Sample of each, 10c. J. C. KENYON, Owego, N. Y.

**PULVEROID SIGNS;** lightest, cheapest, most durable and attractive indoor sign. Complete line of Collinoid Novelities and Buttons. Samples free. F. F. PULVER CO., Rochester, N. Y.

**THE** latest novelty, Color Barometers. Can be mailed in 6½ envelope, penny postage. \$25 per thousand, including imprint. Send 4c. for sample. FINK & SON, 5th, above Chestnut, Philadelphia.

**WRITE** for sample and price new combination Kitchen Hook and Bill File. Keeps your ad before the housewife and business man. THE WHITEHEAD & HOAG CO., Newark, N. J. Branches in all large cities.

**ADVERTISING CLOCKS**—Our window and wall clocks have permanent advertising value. Estimates given on single clocks or quantities. Write for circular and information. BAIRD MFG. CO., 30 Michigan St., Chicago.

**PREMIUMS OR CONVENTION SOUVENIRS,** made from nails. They're attractive, substantial and cheap. Sample, a World's Fair souvenir, 10c. WICK HATHAWAY'S C'RN, Box 16, Madison, O.

**HAVE** you seen our Weather Barometer! It's the slickest little advertising novelty built!

Plenty of space for your imprint!

Easy to mail! A business-size envelope will carry it! One-cent postage!

Beats a calendar to pieces! Will last ten years or more!

Note the low prices:

250 cost \$7.00!

500 cost \$13.00!

1,000 cost \$25.00!

2,000 cost \$48.00!

3,000 cost \$70.00!

5,000 cost \$115.00!

Including imprint!

Less for more!

Send two 5c. for a sample!

LOUIS FINK & SON,

Printers,

Fifth Street, near Chestnut,

Philadelphia.

# TOBACCO.

**LUXURIOUS SMOKING**—Provided you use "French's Mixture" Smoking Tobacco.

Made of finest and most-carefully selected old and perfectly cured North Carolina Leaf. You can't buy it from dealers. We furnish smokers direct from factory. Highest grade smoking tobacco manufactured.

Deliciously mild, yet full of fragrance, and never bites the tongue. There is nothing in smoking tobacco to be compared with it.

Large sample package for 10c. in silver.

FRENCH TOBACCO CO., Statesville, N. C.

# LETTERS FOR SALE.

**FRESH** names of women who buy by mail, \$1 per thousand; also 450 original letters from people who ordered visiting cards, \$1.50. These letters have not been copied. JEROME ENGRAVING CO., 16 South Fifth St., Philadelphia.

# PRINTERS' SUPPLIES.

## NATIONAL TYPE WASH.

A White Crystalline Powder, very soluble in water.

One pound of National Type Wash makes eight gallons of solution, costing a fraction more than One Cent a Gallon. It is obvious that its use and substitution for lye, benzine, etc., used in printing offices for cleansing purposes, will effect a substantial saving.

It will not injure type, brushes, rollers or the hands.

Also lessens cost of fire insurance.

## BETTER THAN LYE.

Practical tests have demonstrated the absolute superiority of National Type Wash to all other preparations designed for similar purposes. Printers now using it are enthusiastic in commending it.

It will not deteriorate in strength and effectiveness if exposed to the air.

Price 10 cents a pound.

Manufactured by

NATIONAL CHEMICAL CO.,  
Chestnut Hill, Phila., Pa.  
Postal Sta. H.

National Type Wash is a powder put up in one-pound paper cartons and 50 pounds in a case. We ship to reliable parties a case on condition—No Good—No Pay. Price 7 cents per pound. AGENTS WANTED.

## TRADE JOURNALS.

**HARDWARE DEALERS' MAGAZINE.** Circulation 17,000 (©). 253 Broadway, New York.

## FOR SALE.

**WHITLOCK** Cylinder Press, in good condition, will be sold cheap; two-revolution trip, bed 32 1/2 in. long, 7 1/4 in. wide; formerly used in printing the *Star*. Address "STALK," Poughkeepsie, N. Y.

**\$1,700** ONLY \$700 cash, balance to suit, buys a first-class (Goss) Perfecting Press, printing 4 or 8 pages, 6, 7 or 8 columns wide, with entire stereotyping outfit complete, including chases and form tables, all in best condition. Shafting, pulleys, etc., go with press; 10 horse power runs it; speed 7,000 to 10,000 per hour. Address "PRESS," printers' ink.

**CALIFORNIA CLASS PAPER**—I have been authorized to offer for sale or re-organization a horticultural and agricultural weekly, with paid list exceeding 10,000. Publication is of high character and well established. Can be made paying and very valuable property. The price, including plant, is \$25,000. If desired, considerable stock would be retained by present owners. **ARTHUR F. CLARKE**, Newspaper Broker, Riverside, Cal.

## RUBBER STAMPS.

**FORTY CENTS** pays for a rubber stamp facsimile of your signature. Any stamp under 3 inches, 10 cents a line. All work guaranteed. Ask for catalogue. **A. EMBREE PRINTING CO.**, Belton, Tex.

## INSTRUCTION BY MAIL.

**YOUR DOG CAN READ PEOPLE** at a glance. Can you?

**WE CAN TEACH YOU** to read people like open books—to know their characters, talents, strong and weak points.

**TAKES ONLY TEN WEEKS and \$10.** Easy study and easy payments. We deliver the goods or refund.

**NO NONSENSE** about our method. No palmistry, astrology or occult fakes. Based on physiology and accepted sciences.

**IN USE TWENTY YEARS.** Pupils all over world. Only two kicks so far. Mention P. I. and sample pages will come.

**SCHOOL OF HUMAN NATURE,**  
Athens, Ga.

## DESIGNERS AND ILLUSTRATORS.

**DESIGNING, illustrating, engraving, illuminating, engraving, lithographing, art printing.** **THE KINSLEY STUDIO**, 245 B'way, N. Y.

## COIN CARDS.

**23 PER 1,000.** Less for more; any printing. **THE COIN WRAPPER CO.**, Detroit, Mich.

## HOUSE-TO-HOUSE DISTRIBUTING.

**THERE** is only one agency that has an established reputation for a systematic house-to-house distribution of advertising of all descriptions in all towns and cities of importance in the United States. Every piece of matter is placed by men who are reliable, experienced and who make this an exclusive business. Can give references from many leading advertisers.

**WILL A. MOLTON,**  
National Advertising Distributor,  
442 St. Clair St., Cleveland, O.

## "STUDY" PICTURES.

**WE ARE PREPARED** to furnish advertisers original subjects in rich study pictures, which appeal to human nature because they are natural.

Our subjects have never been in print. They make fine illustrations to use in connection with booklets, frontpieces, hangers, "House Organs," etc. We sell them with or without copyright rights.

Write for further information and examples of their use.

**THE WATKINS COMPANY,**  
Promoters of Publicity,  
Pure Bred Record Bldg., Station K, Chicago.

## CLASS PUBLICATIONS.

**HARDWARE DEALERS' MAGAZINE.** Circulation 17,000 (©). 253 Broadway, New York.

## MISCELLANEOUS.

**25 GREAT Household Recipes**, 25c. each; 1 for \$1.00. Send for list, free. **EUREKA SUPPLY CO.**, Box 411, Trenton, N. J.

## NEWSPAPER BROKER.

**BUYERS** and sellers of newspaper properties get together to their mutual advantage, without publicity, by my successful methods. Large list of properties and long list of buyers. Can I be of assistance to you? **B. J. KINGSTON**, Michigan Newspaper Broker, Jackson, Mich.

## ADVERTISING MEDIA.

**10 CENTS** per line for advertising in **THE JUNIOR**, Bethlehem, Pa.

**HARDWARE DEALERS' MAGAZINE.** Circulation 17,000 (©). 253 Broadway, New York.

**ANY** person advertising in **PRINTERS' INK** to the amount of \$10 or more is entitled to receive the paper for one year.

**THE TROY (O.) RECORD** publishes an average of from 35 to 75 more local and county news subjects than any other small town daily. The RECORD's average is more than 100 each issue.

**TOWN TALK**, Ashland, Oregon, has a guaranteed circulation of 2,500 copies each issue. Both other Ashland papers are rated at less than 1,000 by the American Newspaper Directory.

**3 INCHES** 1 month in 100 Illinois country weekly newspapers, \$50. Total circulation, 100,000 weekly. Catalogue on application. We have other lists in the Middle West. **CHICAGO NEWSPAPER UNION**, 10 Spruce St., New York.

**100,000** GUARANTEED circulation, 25 cents a line. That's what the **PATHFINDER** offers the advertiser every month. Patronized by all leading mail-order firms. If you are advertising and do not know of the **PATHFINDER**, you are missing something good. Ask for sample and rates. **THE PATHFINDER**, Washington, D. C.

## ADVERTISEMENT CONSTRUCTORS.

**FOUR** sample ads, any business, \$1. **J. H. LARIMORE**, Westerville, O.

**FRED W. KENNEDY**, 171 Washington St., Chicago, writes advertising—your way—his way.

**HENRY FERRIS**, his **HE** mark  
Advertising Writer and Adviser.  
Drexel Building, Philadelphia.

**THE** better class of cuts and advertisements for Banks, for retailers. **THE ART LEAGUE** is now at 656 Broadway, New York.

**I** WRITE clear, forcible, convincing magazine and mail-order ads. For two years in Chas. H. Fuller's Advertising Agency I wrote all the ads, booklets, follow-up letters, etc., for the most exacting and particular customers they had, covering a very wide range of subjects, from pianos to patent medicines, health foods and coffee substitutes to canned goods and investments. Never struck a failure. If you are very particular about your advertising write to me. Refer to Mr. Fuller if you want to. **G. W. JOHNSTON**, 1000 Boyce Bldg., Chicago.

**C** COUNSEL TO ADVERTISERS.  
A number of years ago I accidentally became involved in the pleasant work of counseling a large advertiser whom I am still serving in the same capacity. Without my seeking, other clients came to me, including a few of the best-known advertisers in America, and I have served them all for about ten years and am still serving them. Now I can give an hour or two a day to another advertiser or two. Will furnish new copy, originate designs, edit some one else's copy, edit house organ, or do any similar work. Will work on trial for a while, or you can talk with any of my present clients. Address "COUNSEL," care *Christian Nation*, Room 121, Tribune Building, New York.



**R**ETAIL ADVERTISING is my specialty. Let me write yours. I can increase your business.  
 GEORGE L. SEEVERS,  
 2835 Wyoming St., St. Louis, Mo.

**A**DVT. WRITING—nothing more. Been at it 14 years.  
 JED SCARBORO,  
 157a Halsey St., Brooklyn, N. Y.

**A**RE YOU!  
 If you are willing to pay me a trifle more to have your advertising "things" quite different from other people's, I believe I can be profitable to you. That "extra little" pays me to make things with an unlikeliness that is apt to keep them out of the waste paper basket. Many advertisers, remembering that other people treat commonplace "stuff" precisely as they do, illustrate economy by paying me for circulars, etc., sufficiently attractive to escape that "willingness" I'd be glad to mail you a lot of my "doings" for you to ponder at your leisure. I wonder if you actually do harbor such a suspicion! No postal cards in reply to this—please.  
 No. 19. FRANCIS I. MAULE, 402 Sansom St., Phila.

**T**HE JAMES R. ARMIGER CO., the Jewelers, of Baltimore, want a booklet scheme to cover the months of September, October, November and December, and invite correspondence on the subject. They are strictly first-class retailers and want a scheme that will lead up from the opening season in September to the holiday season in December. They will want four booklets of 1,000 each month—booklets, not catalogues. They want an original idea. They have rung the changes for 35 years and know all the old things. They want something new. All suggestions will be held to be the property of the suggestor until accepted or rejected.  
 THE JAMES R. ARMIGER CO.,  
 310 N. Charles St., Baltimore, Md.

**T**O ADVERTISEMENT CONSTRUCTORS (Amateur and other).  
 \$200 FOR THE BEST ADVERTISEMENT.  
 \$100 FOR THE SECOND BEST.  
 \$50 EACH FOR THE NEXT FOUR IN MERIT.

For the purpose of encouraging amateur advertisement constructors, as well as inviting the aid of the masters of the profession, the Ripans Chemical Company will, within the next twelve months, pay ten dollars each for fifty-two advertisements submitted to them that they think good enough to be worth using, and pay from day to day as accepted, and at the end of a year—viz., December 31, 1904—will award and pay \$500 in cash prizes for the six best and most effective advertisements that have been submitted.

The advertisements of the Ripans Tablets have been before the public for twelve years.

They were the first largely advertised proprietary medicine ever sold in tablet form.

They were the first remedy for dyspepsia ever successfully popularized through advertising.

They are the only proprietary medicine sold in the drug stores at so low a price as five cents.

Fourteen thousand testimonials of the efficacy of Ripans Tablets, as a dyspepsia remedy, have been received at office of the Ripans Chemical Company in twelve months.

A hundred million Ripans Tablets have been purchased at drug stores in the United States in a single year.

Every drug store in America sells Ripans Tablets, and can give names and addresses of persons who have been benefited by their use.

Interviews with such persons furnish the best material for effective advertisements of Ripans Tablets. Each case has what seems peculiar points, but when presented to the public in an advertisement appeals to thousands of others precisely like it who had thought themselves the only ones who suffered in that precise way. The remedy that cures or relieves one is a boon to every other person living under similar conditions. The advertising value of individual cases can hardly be overestimated.

Address all communications to  
 CHAS. H. THAYER, PRESIDENT,  
 THE RIPANS CHEMICAL COMPANY,  
 No. 10 Spruce St., New York.

**I**f you employ a staff of traveling men you can use us to give your business wider publicity, and thereby facilitate their work.

If it is not feasible to employ a large staff of traveling men and you work altogether for a direct mail business—you can use us for the same purpose.

If you wish to reach trade that is not covered, or is insufficiently covered, by traveling men—we can study out the best methods of doing it.

We have as clients a number of large manufacturing concerns for whom we do various kinds of advertising work.

For some we sell goods almost wholly by mail.

For others we do missionary work as an aid to their salesmen.

For still others we do good advertising on general principles—as a matter of publicity pure and simple; work that makes the house and the goods known and respected; promotes good will; gives it the distinction of being a live, aggressive, modern advertiser—a valuable asset to any business concern.

Our qualifications for doing this work lie in this fact—we know the field intimately from long experience.

We give every client close personal attention. Our methods are broad, constructive, thorough—entirely removed from the ordinary type of superficial admithry.

We especially seek as clients manufacturing, wholesale and other concerns who are aggressive, who believe in good advertising, and who have the right goods to back up our earnest efforts.

Correspondence and interviews solicited. We have some interesting literature for the proprietor or manager of any business who writes an autograph letter on any business stationery.

EDMUND BARTLETT,

Plans and High-Grade Literature for Advertisers,

150 Nassau Street, New York.

**JOE IS FEELING GOOD.**

NEW YORK, July 11, 1904.

**Editor of PRINTERS' INK:**

Relegate to innocuous desuetude any apprehension or uneasiness born of uncertainty as to the financial policy of the the next administration.

Judge Parker's unmistakable declaration of attitude and policy on the money question and the remarkable and opportune method of its promulgation should set at rest any fear of fiscal disturbance and restore the confidence and assurance that existed right up to the first sign of convention preliminaries.

We already know the Roosevelt attitude, we have now learned the Parker attitude, so whichever may be elected the continuance of our country's successful financial policy is absolutely certain in so far as the Chief Executive is a factor.

So oil the wheels of the big productive machines, put on extra steam, extra workmen, extra salesmen; cheer up, stock up, circularize, patronize, advertise.

No time for croakers now, no sense in looking melancholy-wise and "going slow"; every sign from the ground up justifies expectation of greater prosperity than ever before for this great, glorious country of ours.

It is to laugh at the pessimist—prosperity is now as immutably certain as any other natural law.

Yours truly,

JOSEPH GRAY KITCHELL,

President The George Ethridge Co.

THE Ely & Walker Dry Goods Co., St. Louis, is mailing to customers a large souvenir album of the Exposition, showing all the buildings and giving a complete history of the big show. The production also has high advertising value, for in its pages are printed views of the store and its many departments, with portraits of officers, department heads, traveling salesmen, etc. Some of the pictures connected with St. Louis history were taken from rare prints, obtained at considerable expense.

A LARGE combination map and folder from the Ralston Realty Co., San Diego, Cal., describes that concern's subdivision at University Heights, shows pictures of homes already built and other improvements, and deals with the home-building proposition in a direct, forceful way.

**Displayed Advertisements.**

30 cents a line; \$40 a page; 25 per cent extra for specified position—if granted.  
Must be handed in one week in advance

**H A N O**

**Modern Manifold  
Business System for  
Avoiding Disputes  
with Customers**

**PHILIP HANO & CO.  
806 to 814 Greenwich St.**

**YOU CAN GET BUSINESS FROM****Over 1,100,000 Homes**

PHILADELPHIA.

Sunday School Times  
Presbyterian  
Lutheran Observer  
Christian Standard  
Baptist Commonwealth  
Episcopal Recorder  
Christian Instructor  
Lutheran  
Methodist  
Heidelberg Teacher  
Advanced Scholars' Quarterly  
Intermediate Scholars' Quarterly  
Junior Quarterly  
Heidelberg Home Department Quarterly

**22****BUSINESS  
BRINGERS**

NASHVILLE.

Christian Advocate  
Epworth Era  
Children's Visitor  
Sunday-School Magazine  
Senior Lesson Quarterly  
Intermediate Lesson Quarterly  
Home Department Quarterly  
Methodist Review Quarterly  
*We Shall Be Pleased To Hear From You. 33*

THE RELIGIOUS PRESS ASSOCIATION,  
901-902 Witherspoon Bldg., Philad'a Pa.

**ROWELL'S****American Newspaper Directory****For 1904****THIRTY-SIXTH YEAR—IS NOW READY FOR DELIVERY.****Price \$10 net cash.**

Checks may be made payable to

Chas. J. Zingg, Business Manager Printers' Ink, 10 Spruce St., New York.



## Do Better Next Year

If you were among the many whose 1904 advertising was carried on in a slipshod, haphazard, disconnected manner, you certainly realize that such a course doesn't produce results.

Don't make the same mistake for 1905.

In order to get the maximum of results for your appropriation, every bit of your 1905 advertising ought to be part of a carefully constructed plan—a plan embodying not only the items of copy, illustration and media, but all of your follow-up work down to the smallest detail.

The preparation and execution of such plans is our specialty, and an inquiry from you will bring a response that will convince you that we understand our business.

### THE GEORGE ETHRIDGE COMPANY,

No. 33 Union Square,

No. 210 The Arcade,

New York City.

Cleveland, O.

## PLAYING THE BABY ACT

NORFOLK, VA., July 3, 1904.

*Albert Nathan, Esqr.,  
New York City.*

DEAR SIR:—Your new price list of inks to hand and noted. You must have been up in the Catskills asleep for the last ten years. Printers Ink Jonson has been doing the same thing, as you propose to do, for many years and saving the printers of the country the enormous profits made in the ink business. From your circular it looks a little like you thought you had originated this saving on inks.

Yours truly,

WM. N. GRUBB.

Mr. Nathan's story reminds me of the small boy bellowing "Mister, I didn't do it, 'twas the other fellow." He admits that for twenty years he has sold a small ocean of printing inks at high retail prices, but accuses the typefounders, salesmen and advertising agents of having absorbed most of the enormous profits, leaving him only a meagre living. For ten years past I have been pounding away at the printers telling them of the advantages of buying for cash in advance, while Mr. Nathan sat in his easy chair, laughing at the ridiculously low prices for which I sold my goods. Send for a copy of my price list and compare it with my imitator. He agrees to pay the freight on every order over \$3.00, but you will find his figures from twenty to fifty per cent higher than mine. Pay me this excess, and I will gladly stand all charges, and have enough left to make a handsome profit.

Address **PRINTERS INK JONSON, 17 Spruce St., NEW YORK**

## THE RETAILER—HIS PROBLEMS.

What is the secret of the big store's strength? Its bigness, do you think—or its prices—or its liberal advertising, special sales, trading stamps, premiums?

Not at all.

These things are simply attractions—details of the secret. The real inner reason for the big store's hold on the public is that within its walls *there's always something doing!*

Advertising? Why, of course, it attracts—but only because it tells about *something doing*. Go to the skilled advertising man in a big department store, and tell him that a certain department is doing well. Ask him to help it along with advertising. Will he? Not if he knows his business. On the contrary, he'll leave that department out of the daily ad. until its manager has begun to make things happen in it.

Special sales? What in the world are *they* but the very quintessence of something doing? Premiums? Trading stamps? Pshaw! You can't get anything for nothing.

Listen!

Years ago the department store was nothing but a dry goods shop, and had just two busy seasons—spring and fall. There were long, dull months in between times. By a process of development, however, and through enlargement and advertising, the original dry goods shop managed to provide merchandise events to interest the public every day in the year. The advertising man will tell you that *he* did it, and the buyer will swear that it was done by merchandising. Both of them helped, but the whole thing really developed along a dozen channels, growing out of the discovery that people would come to a store where there was something doing, no matter what the season. The big stores have grown just as fast as they have been able to develop ways of providing live merchandising events—general activity—human interest.

The art of providing these attractions has been reduced to ex-

act principles. Monday morning, bright and early, the public is on hand to see the goods offered in Sunday's ads., and from that time until Saturday night, when it goes home with things to eat and wear on Sunday, the something-doing element is worked ceaselessly. There isn't a woman in all this broad Yankeeland but what thinks of a tour through the big stores with anticipation. Even if she hasn't read the morning ad., she can go down town confident that there will be something worth going for.

\* \* \*

Well, what has all this to do with the little neighborhood retailer out on Crosstown avenue? Do you think that he can turn his shop into a department store?

Precisely.

For he can provide his smaller public with this very attraction of *something doing* on a small scale. He works under a disadvantage—but not the disadvantage that he thinks is the main one. It isn't his inability to advertise in the newspapers that keeps him back, nor his inability to compete on prices. His real handicap lies in the fact that he has never discovered what a lot of response there is in a public when you sincerely try to show people that you are alive, and that there is something doing in your neighborhood store.

One very potent form of something doing is that of the special sale. Now, to most small merchants, the very word "sale" carries the thought of ruinous prices. But price isn't everything in a special sale. Why, some of the most successful "sales" are those based on regular prices—just a method of inviting attention to the strongest departments or certain seasonable lines of goods. There's a big store in Philadelphia, for example, that sometimes devotes a whole page in the Saturday papers to a description of its corset or book department, with never a price attached. Just as pure descriptive reading matter it creates business that can be traced in those departments for weeks afterward.

The neighborhood store out on Crosstown avenue must go to work

in pretty much the same way. The public doesn't expect such complete lines as can be found downtown. It buys there as a matter of convenience. The articles that people go downtown for must be dropped, and the lines that they buy near home, as a matter of convenience, built up so that there will be no need of going downtown for them. The taste of the neighborhood must be studied, and its wants anticipated. Then, when the stock is right, the neighborhood store can let people in its vicinity know that it has joined the something-doing class.

Remember, the people who live off Crosstown avenue have usually had every encouragement to regard the stores on that outlying thoroughfare as "dead ones." When a spool of thread is wanted, or a bag of table salt, they use them, just as a hatchet can be used to open a can of tomatoes in an emergency. As for going in and asking for something really up-to-date, however—well, what would be the result in most stores of this type? The public has often tried to interest the Crosstown avenue dealers in their own stock, but usually without success. So it wants evidence of something doing before it comes again.

It is surprising how little real activity in a neighborhood store will attract attention. It's easier to make a commotion in a fish globe than in a mill pond. Activity isn't necessarily a page in the newspapers. It may be simply a window display of goods that everybody is thinking about this particular week. It isn't cut-throat prices on these goods. The convenience of buying them right near home is worth something, even to the confirmed bargain hunter. It isn't bigness, for the personal note in the little neighborhood shop is something that the big stores can't copy; the bigger they are the farther they get from it.

Something doing at the neighborhood store may be just a circular distributed a few blocks on each side, or a new window display each day, or a demonstration of some interesting goods once a

week, or a special sale with live features, or a guessing contest, or thirty pounds of sugar for a dollar with each five-dollar purchase. Something doing is just activity—alertness—responsiveness to the needs of the people roundabout. A very little of it sets the store in a class by itself, and about half as much keeps it there.

This may read like theory, but it's hard fact.

The little neighborhood shopkeeper may say: "Oh, tush, I tried that once, and it failed." Perhaps it did. Things have a perverse way of failing the first time. But did you find out why it failed? That was the real point. Many a merchant has built a substantial success on the experience drawn from failure.

Try again.

Get busy:

Do something.

#### ADVERTISING SPACE NEEDS ADVERTISING.

As a rule, when a publisher does advertise, he "trades it out." When cash is paid, it is usually for some "graft," such as a directory or house organ. The publisher buys space in this way, but not publicity. Profitable publicity for publishers must be purchased on the same basis as for any other line of business—so much quality and quantity for so much money. It should be planned as intelligently as that for a general proposition. The publisher should insist on a statement of actual circulation from every trade journal, should ask no favors—pay for what he gets, and be sure he gets what he pays for. He does not want to reach other publishers, special agents, or even general agents—to whom the circulation of the majority of advertising journals is confined; he wants to reach as many advertisers as possible. The publisher should keep his proposition constantly before advertisers. He should show them that he not only sells advertising space as a good, sound business investment, but that he buys it on the same basis—that he believes in publicity. Advertising and soliciting go hand in hand. Advertising sows the seed and soliciting—the kind that keeps persistently, permanently and patiently at it—reaps the harvest. My advice to the publisher, the same as to the advertiser, would be: "Advertise to-day; advertise to-morrow; advertise every day. Stop trading, and buy your publicity as carefully as you purchase your ink, paper or type."—M. Lee Starke, in *Newspaper-dom*.

"As Seen in the Home" is a neat thumbnail booklet from the Globe-Wernicke Company, Cincinnati, showing the decorative possibilities of sectional bookcases in the home.

## READY-MADE ADVERTISEMENTS.

Readers of *PRINTERS' INK* are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

Modesty is a quality that is much admired even by those who do not possess or practice it, and these boastful paragraphs sadly detract from the otherwise good ad of which they formed a part. When a man tells us he is a wonder, there is a strong temptation to say "Oh, I don't know;" but when we hear it from some disinterested person we are likely to think there's something in it. If you are a public-spirited citizen, and do things to prove it, you'll never have to buy space in which to advertise it; the news columns of your home papers, and those whom you have benefited, will take good care that it's noised around and you will get all the credit that's

### WHAT THE VOTERS SAID.

In view of indisputable facts—that Blach's petition was largely responsible for the calling and success of Monday's election on the bond issue, these few comments we overheard will prove pardonable, we hope:

"Blach's petition did it."

"Blach's certainly deserve a lot of credit for this."

"They ought to call the new high school the 'Fair and Square.'"

"Blach's are the kind of merchants to be proud of."

"Hurrah for Blach's."

"Birmingham can thank Blach's for the new schools."

Birmingham, Ala.

coming to you. Somebody said "advertising is judicious boasting," and so it is when confined to goods, prices, service, etc.; but it ceases to be judicious when it gets down to exploiting the charities or acts for the public benefit performed by the individual merchant or firm that pays for the space. Beware of confusing your own personal horn with the megaphone of your business—don't get things mixed.

If there's any one thing more interesting than another, about advertising, it is to know that a certain ad has produced a certain number of dollars and cents in a certain space of time and at a certain cost. The ad reproduced below ran once a week for six

months in the *Journal and Review*, of Aiken, S. C., at a cost of \$12 and brought new, cash trade during that time to the amount of \$46.25, according to the calculations of Mr. Goodwill, or nearly three hundred per cent on the investment. It is worth noting that the copy was changed often and the question naturally arises: Would the returns have been greater if a little livelier copy were used—something like that which used to appear in the *Hartford Globe*?

### TURKISH BATH HOTEL.

Shower Bath 25c. Shampoo Bath 50c. Turkish Bath \$1. Sleeping rooms \$1 a day, with privilege of shower bath and plunge bath.

Sleeping Room and Turkish Bath \$1.50 a day.

When you want a Bath go to a Bath House.

LOUIS M. GOODWILL, Manager.  
Harrison Building, Augusta, Ga.

When you print a conundrum, always put it in the puzzle column and print the answer, because some people won't take the trouble to write for it. There may be some excellent reason for handing out a line of foolishness like this in the advertising columns of the *Kansas City Journal*, which presumably doesn't swap space for doughnuts or cordwood, but if anybody knows just what that reason is, he certainly didn't discover it from reading this ad, which mixes chiropody and real estate and leaves the reader in doubt as to "The Red Head's" address, even if he were consumed with a desire to write that blond gentleman to ask "What's the answer?" Won't somebody please send the key or diagram that goes with the ad, together with the address of the advertiser who, seemingly, doesn't care how he spends his money so long as he gets the hateful stuff out of his sight?

A foot of land never needs a chiropodist. Cut out the discomfort and grin as tho' you had a life license to laugh. Can't all be landholders, but you write  
THE RED HEADS.



*This Seems an Exceptionally Strong Argument for a National Bank with a Savings Department.*

*Why Hasn't Somebody Thought of This Before? Good Scheme.*

## Who Wins?

The race is not always to the swift and discretion in financial matters is the better part of valor.

Abnormally high rates of interest mean abnormally large risks—invariably.

Safety is the first and greatest consideration.

Ours is a National Bank with a savings department. Savings deposited with us are absolutely secure—safer than they would be in any other place outside the Treasury at Washington.

Every year we add 3 per cent interest to your deposits.

This 3 per cent, with absolute safety assured, represents the best form of investment in the world.

Your savings should be placed with us without delay. If out of town, bank by mail. We will send you, free, full details of our method of mail banking.

One dollar or more will open an account with us.

Do it now

**PLANTERS' NATIONAL BANK,**

Savings Department,  
Twelfth and Main Streets.  
Richmond, Va.

Capital \$300,000.  
Surplus and Profit \$825,000.

*A Good One For Coal.*

## Who Pays For It?

Ever notice when your coal bin is nearly empty what a lot of dirt there was when you got to the bottom of the coal? Ever notice when coal was put into the bin what a lot of dirt there was on top of it? All counted in the "weigh."

Ever think who pays for it? Moral—Buy "our coal" and keep the dirt out of the coal bin and more money in your own purse. Every lump of "our coal" is a lump of heat—no dirt, no waste. One trial makes a permanent customer. Telephone 617-2. Prompt delivery.

**FRAYER & FOSTER,**  
Hartford, Conn.

## Women's World's Fair Oxfords

They have rubber heels.

Heretofore it was necessary to buy oxfords with leather heels, detach them and attach the heel of rubber.

A bright shoemaker said: "Why not put the rubber heel on when making the shoe?" Certainly.

Rather think we're the first to show rubber heels on oxfords from stock, and also rather think women will appreciate the fact.

Rubber heeled shoes are highly favored by women of stouthead build, and there's no denying they are delightfully comfortable for any woman who tramps overmuch.

Splendid to take along to the St. Louis World's Fair.

This oxford with rubber heel is made of dongola kid, with tip of same, neat full toe, medium weight, welted sole. Sizes 3 to 7, widths A to E.

The price is \$3.00.

**JOS. HORNE CO.,**  
Pittsburg.

*This is Very Good, but it Might Have Been Well to Explain What the "Automobile Ticket" is Good For.*

## OH, FOR A Surf Bath!

We have the things which make it possible and practically brings the sea shore home to you, where you can enjoy the exhilarating Salt Bath without leaving the city. A 5 POUND BOX OF MERMAID SEA SALT FOR 25c.

We also carry bath tablets, bathing caps, bath and toilet soaps, bath brushes, bath mats, etc., and at prices about one-half what you have usually paid. See our window display of this line. Don't forget that this is the only drug store in the city that gives an automobile ticket with each 50c. purchase. Our minute messenger service will carry your smallest order to any part of the city without extra cost.

**JACOBS' PHARMACY,**  
of Montgomery, Ala.

*How Much Better it is to Advertise a Few Articles Specifically, Than to Generalize on Your Whole Stock in Small Lines.*

### Ask to See These To-day.

Ask to see the line of exquisitely designed Crystal, Floral and Gold decorated Lemonade Sets that we are offering at 75c. These sets consist of Pitcher, six Glasses and Tray.

Ask to see the cute and pretty "Pig" Savings Banks. They will make the youngsters scream with delight and cost only 5c. and 10c. each.

Ask to see the line of Crystal Cologne Bottles which we are closing for 6c. each. These are elaborate affairs, and have a pretty Filigree Silvered Top—we've sold them right along at 25c. each.

Ask to see the China Ice Cream Dishes which are now going at 40c. per set of six. These are beauties—Floral—Gold—and all that sort of thing.

Ask to see the very new line of Umbrella Stands—they're going as low as \$3 each.

REGNIER & SHOUP  
CROCKERY CO.,  
110-112 North Fifth St.,  
St. Joseph, Mo.

*No Frills—Just Plain, Sensible, Confidence-Commanding Statements.*

### We're Upholsterers.

We've been so busy in our upholstering department that we have not called it to your attention during the spring months. We are cleaning up back orders and will be in a position to meet your needs promptly in the future.

It's our business to make your old furniture look like new, to be like new, or better, for many an old frame is better than the ones made nowadays.

We have an expert cabinet worker and finisher on antique furniture. How about your hair mattress? We will make it over and return the same day. Estimates free.

HILL WELCH & CO.,  
Oxford St., Munroe St.,  
Lynn, Mass.

*These are progressive plumbers; but it would seem worth while to make more noise about those five bath rooms and the big stocks of fixtures.*

### If This Catches Your Eye

And you will spend ten minutes in our beautiful Plumbing and Lighting Show Rooms, "the finest in the Southwest," you will see something you never saw before. Houston is progressing, and we are keeping up with her progress. Don't take our word for it. Come in and see

KEITHLY, HODGE &  
COMPANY,  
Plumbers,

915 Capitol Avenue,  
Houston, Texas.

50 new styles of Gas and Electric Globes just in. 15c. to \$1.50.

Five bath rooms complete. 150 styles of Lighting fixtures. 50c. to \$75. 300 candle power Welsbach Gas Lights.

*The Display in this Ad Tells Practically the Whole Story, With Just a Few Explanatory Lines for Those Who are Interested Enough to Read Them.*

### Odd Pairs of Lace Curtains; Half Price.

This is an offering of Lace Curtains in one and two pairs of a kind. You will certainly find the style you wish among them, as all are perfectly correct and represent a great number of lines. Irish Point, Ruffled Bobbinet, Ruffled Swiss, Cable Net, Arabian and Renaissance, together with a splendid assortment of fine novelty curtains.

Nevertheless, they are small lots—not over two pairs alike—which we are always anxious to sell, as is manifest in the price to-day: One-half what they sell for regularly. Former prices \$1.50 to \$10.00 pair; this sale 75c. to \$5.00 pair.

Regular lines of Lace Curtains also offer rare buying-chances this week.

DAVISON-PAXON-  
STOKES CO.,  
Atlanta, Ga.

*Aside From Starting a Little too Much Like a Greengrocer's Ad, This is Very Good. Perhaps "What Are You Going To Put the Berries In," or "Put the Berries In These," Would Have Made a Better Head.*

### Berries for Dessert, of Course.

They will be the best part of the dinner for months to come, and if properly served in Crystal, with the ripe luscious fruit showing thro' the clean sparkling glass—will prove far more tempting and appetizing than when served in China. You'll find a beautiful display of new Berry Sets and Bowls on sale here to-day—enough to make you berry hungry when you see them and the prices are about one-half the usual.

Beautiful thin etched Berry Bowls in two sizes—with cut star bottom—very thin and clear—75c, \$1.00, \$1.25, \$1.75 from \$1.50, \$2.00, \$2.25 and \$3.00.

Colonial Berry Sets in heavy and polished glass—consisting of bowl and set berry dishes—very new and pretty at 60c, 75c. and \$1.00 from \$1.00, \$1.50 and \$2.00 set.

1 pint Crystal Cream Pitchers to match sets—regular price 50c., to-day 30c.

Lemonade Tankards like above, 50c. from 85c.

BRINSMAD'S,  
Des Moines, Ia.

*All O. K.*

### Men's Imported Bath Robes,

WORTH \$8.50 TO \$12.00,  
at \$5.

A German manufacturer who makes a specialty of high-class Bath Robes has sold us his entire sample line at such a big discount that we're able to place the robes on sale to-day, in many cases at less than the cost of importation. They're of the finest Terry Cloth in a large variety of colors and exclusive patterns. If bought in the regular way these robes would cost \$8.50 to \$12, but this lot of samples will go at \$5 each.

S. SNELENBURG & CO.,  
Philadelphia.

*Good Headlines, but "The Cost is But Little" Isn't At All Satisfactory to Those Who Want to Know Just What the Cost Is.*

### An Outing Without a Kodak

IS LIKE

### Hunting Without a Gun

or fishing without a hook. Kodaks are better every year—do more things and work easier. Every kind here, all the supplies and requisities for every part of picture making. The cost but little, if you so choose.

C. L. RUTH & SON,  
Jewelers—Opticians  
Montgomery, Ala.

*For a Savings Bank.*

### A Present Every Day

If you have money in a savings account it is like getting a present every day, for every day interest money accrues to you.

Hundreds are getting ahead through the opportunity of placing their savings in safety, offered by our Savings Department.

We invite you to join them. We pay 3 per cent on savings.

COLONIAL TRUST CO.,  
Capital and surplus,  
\$410,000.  
Reading, Pa.

*Quite Comprehensive.*

### 75c. for \$1 Velvet Carpets

Full rolls—as much or as little as you want for your room. You don't have to buy odd lengths and remnants to secure this large reduction.

Fourteen patterns to choose from; all of them new this spring and every one with a 9½ border of stair carpet to match.

The colors are bright; floral and rug designs; some in self-colored patterns.

Our regular standard \$1 a yard carpet for 75c.

JOHN WANAMAKER,  
Philadelphia.

# Special Issues

of

## Printers' Ink.

For the main purpose of securing new subscribers to the Little Schoolmaster the following special editions will be issued on the dates stated:

**August 31, 1904, PRESS DAY, AUGUST 24,**

## Municipal Advertising

This special issue goes to about three thousand five hundred Boards of Trade and Mayors of Cities in the United States and Canada (in addition to the regular issue), and it will contain new and interesting features of what is done and can be done to develop, improve and promote the interests of States, sections of States and cities through the power of modern advertising.

The Little Schoolmaster will attempt to demonstrate that the newspapers and magazines are the mediums par excellence in which money for that purpose should be expended.

This country has a wealth of water power, sites for factories, sites for industrial settlements of all sorts, sites for tourists and permanent settlers which are now in an undeveloped state. Systematic advertising will make these riches known to the the right parties—and the public press should be the chief medium.

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September 7, 1904, Press Day, August 31, **Department Stores.**

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September 14, 1904, Press Day, September 7, **Mail Order Houses.**

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September 28, 1904, Press Day, September 21, **Real Estate.**

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October 12, 1904, Press Day, October 7, **Trade Journals.**

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October 26, 1904, Press Day, October 19, **Banks and Financial Advertising.**